

# MAGUS CONSULTING PVT. LTD.

CORPORATE PROFILE 2008



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# about us

## Introduction

Magus is a leading integrated one stop end to end solution provider across six micro-infrastructure & realty sectors. We provide eight innovative conception to completion consultancy services corresponding to eight phases of project life-cycle. We offer these services for thirty three types of projects comprised in the six sectors.

The 8 Services are Project Conceptualization; Land Acquisition & Land Acquisition Consulting; Project Design & Detailed Engineering; Project Approvals, Fiscal Benefits & Subsidies; Project Funding; Project Development; Project Marketing, Leasing & Investor Services; & Occupier Support. The 6 major micro-infrastructure & realty sectors are Agricultural Sector, Manufacturing & Industrial Sector, Service, Retail & Commercial Sector, Warehousing & Logistics Sector, Residential Townships & Luxury homes Sector; & Amusement, Leisure & Tourism Sector.

## History

The humble journey commenced by our dear & respected pioneer Late Shri Ratilal Thakarsi Suchak on 8th August 1954 as a taxation consulting firm in kalyan & bhiwandi, matured into Magus Consulting (P) Ltd on 6th October 2003. The goodwill and network that it garnered over these coincidentally 54 years and the trust which it enjoys of a loyal and expanding client base across a wide spectrum, are its strengths.

# who we are?

The word 'MAGUS' signifies the 'genius' streak in each Magus-ian. Our people is our strength. Team-work is a practice in Magus. Transparent, accountable & delivery-oriented process is our might. Our culture of innovation makes us complete. Being ever-evolving is an ingrained habit. Our business values are based on vibrant conceptualization, vital expertise, visible execution and value-added deliverables. Interests of our clients are core to us. We believe in delivering original solutions. Ensuring the well-being of all magusians and associates by providing a secure, rewarding career with excellent growth prospects in a positive fun-filled caring environment is our continuous endeavour.

# what we do?

We are a leading micro-infrastructure & realty project consulting firm providing innovative & integrated one stop end to end solutions and execution support to deliver value to our clients. Our single focus is to provide all Conceptual-Techno-Financial-Management-Legal-developmental consulting services under one roof, while contributing value additions to projects. An urgent need for international quality infrastructure is being felt across sectors as Indian players have an international opportunity and compete internationally. The ultimate endeavor is to realize and achieve the means and ends to create spectacular Textile Parks, appealing Food Parks, magnificent Industrial Parks, top-notch SEZs, Life-Style Cities, Contemporary Integrated Townships, captivating Tourism Zones, ultimate Shopping Malls, composite Warehousing Zones, ... the list goes on.

We are conscious of our social commitment. Therefore the numerous job opportunities that would be created in the projects and the satisfaction of lending a hand in the over-all development process and revenue generation of the Nation is what drives us.

We deliver the 8 services through our 3 divisions. Our three divisions are PMC, Project Marketing & UMC. These divisions function through specific Work Portfolios.

PMC: Project Management Consultancy provides 6 services along the six phases of the project lifecycle. They are Project Conceptualization; Land Acquisition & Land Acquisition Consulting; Project Design & Detailed Engineering; Project Approvals, Fiscal Benefits & Subsidies; Project Funding; & Project Development.

Project Marketing: It provides the service of Project Marketing, Leasing & Investor Services, along the 7th phase of the project lifecycle.

UMC: Unit Management Consultancy provides the service of Occupier Support, along the 8th phase of the project lifecycle.

## What is Micro-infrastructure?

Micro-infrastructure means such infrastructure as is put to use by specific enduser. Examples of Micro-infrastructure are industrial park, textile park, warehousing complex, IT park, etc. Micro-infrastructure is different from basic infrastructure like road, airport, seaport, etc which is used by people in common.

# whom we cater to?

We provide end-to-end solutions to Developers, Large Corporates, Investors/ HNIs, MNCs, Land Aggregators, & Associations/ Clusters/ Endusers across the nation.

## National Accreditations

- Project Management Consultant to Government of India, Ministry of Textiles, for Textile Park under Scheme of Integrated Textile Park (SITP)
- Cluster Management & Technical Agent (CMTA) to Government of India, for Development of Bhiwandi Powerloom Cluster
- Project Consultant to Government of India, National Centre for Jute Development, for Jute Park
- Business Partner of National Affordable Housing Infrastructure Limited (NAFHIL)

# awards

- Excellence Award for Magus
- Udyog Rattan Award for Industrial Development to our MD, Mr Mayur Suchak

# achievements

## PMC

- Submission of 4 textile park proposals as PMC & Sanction of all 4 textile parks from Government of India, in the face of stiff competition
- Pioneered the declaration of 'Warehousing & Logistics' sector as 'Bonafide Industrial Use', by the Advocate General of Maharashtra, the prime legal authority of the State
- Set the precedent for ensuring 1.00 FSI for Industrial Zone
- Obtained Purchase Permissions for about 1525.50 Acres from the State Government
- Acquired 250 Acres of Land in 6 Months
- Gold-rating Environmental Clearance for Industrial Park housing red industries
- 5484 acres of projects Conceptualized
- 4238 acres of flagship projects
- Rs 2244 Billion Investment attracted

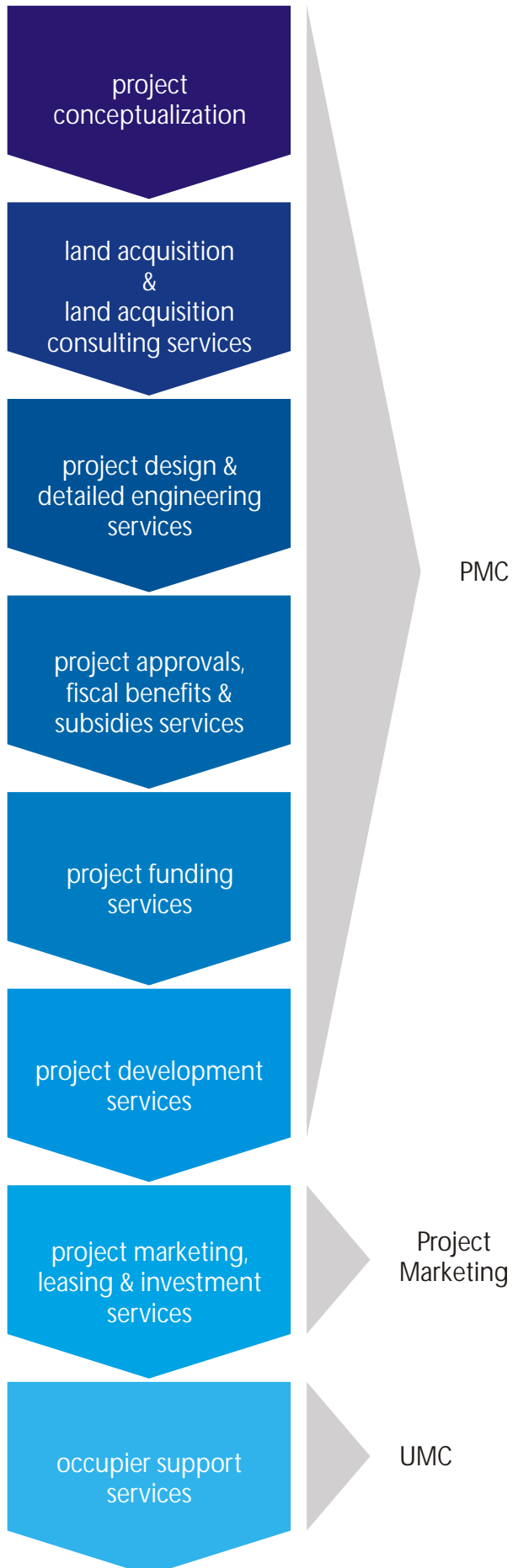
## Project Marketing

- Sale of 1.6 Million sq ft of Industrial Park
- Sale of 2 Million sq ft of Warehouse
- Corporate Leasing of 0.6 Million sq. ft

## UMC

- Funding to 40 units and disbursement of Rs 97.86 Crore
- Subsidies from Central Govt of 133.10 Crores sanctioned & disbursed to 3 Parks under MWS
- Subsidies of 84 Crores sanctioned & disbursed to Units

# project lifecycle



## project conceptualization

Every location has a unique potential. How the potential is harnessed is most critical. Optimum use mix of each location can fetch maximum returns. Magus draws on its innovative edge to create groundbreaking project concepts while ensuring easy marketability. Physical & legal environment of site coupled with market assessment, project concept & special value addition to project can lead to optimum use mix. Thereupon approval strategy can be worked-out & project can be structured & layout prepared. All this will lead to Financial structuring. The project feasibility thus gets concluded. The way ahead is then laid out.

### components of project conceptualization services by magus

- Location Analysis
- Market assessment
- Project Concept Plan
- Optimum Use Mix
- Magus Special Value Add to Project
- Approval Strategy
- Note on applicable DCR
- Financial Structuring
- Project Feasibility Report
- Steps Ahead to make concept into reality

## land acquisition & land acquisition consulting services

Magus acquires land for large Corporates / MNCs for green field projects. Type & size of project drives the land acquisition process in terms of location. Choosing Location depends on a host of factors including rail/road/air/sea connectivity, metropolitan/non-metropolitan region, contiguity, land availability. Strategic identification is the commencing step. Land Assessment follows. It includes external situation analysis, ground reality check, local issues, analysis of legal clearances. Strategic and systematic Land Acquisition is most crucial. Proper & Regular networking with facilitators, brokers, farmers, is the key. Enhancing our input by strategic tie-ups with local ground faciiitators acts as an invaluable advantage. Being aware & warding off imminent competition is most crucial. Land to be acquired is demarcated and phases of land-chunks and priority with time-frame is planned. Negotiating the price vis-à-vis market value vis-à-vis local trend is vital. Tracing root of Title is done through Title Search. All basic land records are availed. Title Certificate is accordingly prepared. Constant trouble-shooting & monitoring the whole process & transaction at a micro-level, step by step, ensures that land is aggregated as per phasewise plan and strategic tie-ups and initial locking with land owners is done through execution of primary documentation with proper identification proofs & precautions. Simultaneously land legal clearances, viz falling within the 4 major categories, are obtained. Thereafter the land records are cleaned-up. Conveyances are then drafted, customized & annexured. Good & legal documentation is perpetual & stands the test of time & scrutiny, and ensures excellent investment. Pursuant to execution & payment of stamp duty charges, registration thereof is done. Post Registration, bringing the SPV's name on record is the clinching victory. Payment of Nazrana & NA charges is arranged, and Sanad process sets off.

### components of land acquisition & land acquisition consulting services by magus

#### Land Acquisition

- Land facilitators-brokers-farmersNetworking
- Land Survey, Demarcation & Phasewise Planning
- Price Negotiations
- Managing the entire transaction at a micro level, step by step
- Land aggregation and strategic tie-ups with land owners via primary documentation

#### Land Acquisition Consulting

- Land Records Availment Services
- Title Search & Title Certificate
- Land Legal Clearance Services
- Tenancy Clearances
- Mortgage/Loan/Burden Clearances
- Other govt clearances
- Court matters
- Land acquisition documentation with proper identification proofs & precautions & execution thereof
- Land Valuation & Adjudication & Payment of Stamp Duty
- Registration
- Post Registration Services

## project design & detailed engineering services

The unique element of design of each project is what sets it apart. Designing is an intrinsic amalgamation of art coupled with value creation with a good amount of common sense thrown in. Best projects are those which commence with a need-based idea shaping into conceptual plan, which is practically developable. Preparation of a design takes into account location & contour of land, type of project, topography, surrounding development, physical environment, options of accommodating the latest technological advances, et al. Post green signal of client, master plan can be designed.

### components of project design & detailed engineering services by magus

#### 1 Urban Planning:

- Conceptual Design
- Master Plan & Preliminary Design report
- Area Allocation Chart
- FSI Utilization Chart
- DCR Compliance Report
- Layout Plan

#### 2 Infrastructure and Utilities planning:

- Plot formation levels and Site Development Layout
- Roads & Road Sections
- Street lighting Layout
- Storm Water Drainage and Disposal
- Water supply system and supply Networks including Demand Estimation
- Solid Waste Management system
- Sewerage Network and Treatment Systems including STP design
- Effluent Network and Treatment System including ETP design
- Flush Water Network
- Fire fighting systems
- Electrical Network
- Communication and Internet Network

#### 3 Environmental Planning:

- Location Plan with Area Statement
- Contour Map
- Landscaping & Parking Layout
- Rain Water Harvesting
- Energy conservation through alternative energy source design for lighting and power requirements
- Sewerage Network and Treatment Submission drawings and detailed designing for environmental submission for seeking approval from Environmental approval from State and Central Government Authorities

#### 4 Architecture:

- Site Plan
- Floor Plans
- Building Elevations, sections
- Building Services (MEPS)
- Interior Designing
- Landscaping
- Common Facility Centres Building Plan
- Amenities Building Plan
- Service Building Plan
- Commercial Building Plan

#### 5 Detailed Engineering Design:

- Detailed Engineering Design Services for all the Utilities Infrastructure
- Detailed Engineering Design Services for all Buildings

#### 6 Tender & BOQ:

- Budgeting
- Item Specification and Rate Analysis
- Preliminary BOQ for approval
- BOQ for Tender
- Bidding & Contracting
- Finalization of Contract

#### 7 Working/ Construction Drawings:

- Architectural working drawings for Infrastructure
- Architectural working Drawings for building & services
- Landscaping and parking
- All Infrastructure & Utilities designs

## project approvals, fiscal benefits & subsidies services

Approvals form the backbone of each project. A sturdy set of necessary Approvals reflects the strength of a project. Working out the need-based solutions w.r.t the web of complexities in the Regulatory Compliance process is the yardstick of a regulatory consultant. Depending on sector, need & location of project, different approvals are obtained. Project value is substantially proportional to Project Approvals. Depending on Approval Strategy, applications are prepared with facts, legal provisions, legal/ social/ economic justifications, precedents, if any, & statistics. Applications are submitted to appropriate authorities. Intense follow up, desk-to-desk liaisoning and numerous meetings & hearings with the authorities, & ensuring that the orders are ultimately passed, are the key factors. Development Approvals are obtained direct from the State/Central Govt. Local Approvals are obtained from local collectorate, planning authority, etc. Other specific approvals are obtained case to case. Environmental Approvals are obtained from the Central Government. Enhancing our input by strategic tie-ups with experts is done when necessary. Plan Approval is an important stage. Fiscal Benefits & Subsidies elevate the project to a different pinnacle altogether. Adding value to the project is our on-going endeavor. Preparation of DPR & Project Monitoring & Project Review are the crucial factors. Client coordination is significant.

### components of project approvals, fiscal benefits & subsidies services by magus

#### Development Approvals

##### State

- Zoning
- Additional FSI
- Location clearance
- Planning Authority NOC

##### Local

- Gram Panchayat/ Municipal Council/ Corporation
- Regional Authority

##### Approvals from various Authorities

- Town planning
- Special planning Authorities
- Urban Development

##### Any specific approvals

##### Environmental Approval

- Environmental Clearances
- Consent to Establish
- Consent to Operate
- Compliance Reporting to respective authority

##### Plan Approvals

- i) Land Layout Approval
- ii) Infrastructure Layout Approval
- iii) Building Layout Approval
- iv) Common facilities Approvals

#### Utilities Approvals

- Power
- Water
- Accesses
- Sewage/ Drainage
- Fire station
- Police station
- Communication - Telecom
- Bus services/ stop
- Fuels

#### Detailed Project Report

#### Project Monitoring & Review

#### Project Fiscal Benefit Approvals

- SEZ Approval
- Up-gradation of Zone for higher incentive
- Income Tax Exemption
- Exemption of Taxes like Sales Tax, Luxury Tax, Property Tax etc levied by State Government

#### Project Subsidies Approvals

- Textile Parks
- Food Parks
- SSI Parks - Cluster redevelopment scheme
- IIUS (Industrial Infrastructure Up-gradation Scheme)
- RTZ (Recreation & Tourism Zones)

## project funding services

Like oxygen for living, Fund is the necessary ingredient for any project to take-off & survive. Magus understands that the right capital structure with right financial mix would ensure continuous fund at minimum cost. However, with a host of development happening all over, Financiers can afford to be choosy. Therefore tapping the right fund players & negotiating a good deal is the key. The Information Memorandum/ Feasibility Report/ Detailed Project Report backed with a strategy is the means.

### components of project funding services by magus

- SPV formation & Compliance
- Capital structuring
- Financial Structuring
- Information Memorandum/ Feasibility Report/ Detailed Project Report
- Bridge finance/ Loan syndication/ Infrastructure funding
- Strategic Investor
- Private Equity/ Real Estate Funding
- Pre-construction Sales Strategic tie-up

## project development services

You believe what you see. No matter how well the project is conceptualized, designed & approvals for the project obtained, ultimately, how well the development is done & whether the development-schedule has been complied with is what makes all the difference. Implementation of the pre-execution process through the post-execution stage coupled with rigorous monitoring and coordination become the deciding factors.

### components of project development services by magus

#### Pre-Execution

- Review of Project feasibility report
- Review of Detail Engineering
- Design specification and cost effectiveness
- Review of Tender document
- Review and analysis of BOQ (Bill of Quantities) with market rate
- Review and participate for Tendering, Bid analysis and awarding contract
- Review of Project planning Time frame
- Review of project Infrastructure orientation
- Review of all working drawing for Construction use only

#### During Execution

- Preparation HSE Management
- Quality management system program (QMS)
- Quality assurance and Quality control plan and procedure (QA/QC)
- Preparation and Review of methodology procedure for construction
- Periodic review & monitoring the progress
- Preparation cash flow statement & cost control
- Developing cost effective procurement & management
- Verification of Running account bill
- Coordination with external & internal agencies on report
- Preparation of construction schedule
- Supervision of work at site management of mechanical & manual works
- Documentation & data control
- Training

#### Post-Execution

- Collecting all document and Data.
- Verification of Final Bill.
- Preparation of Project binding process.
- Binding project with red cloth. And hand over to client.

# project marketing, leasing & investment services

Every project is as good as its users. A right user of a project adds value & makes a lifeless property into home, industry, office, shop, etc. Magus believes in creating communities of users. Scanning and analysing the pulse of the market, identifying the precise segment in each sector, breaking ice with (reaching) them, and clinching the deal is the key. Adopting the best investment practices has been a key feature of magus delivery. Client-centric focus is our driving point.

## components of project marketing, leasing & investment services by magus

### Project Marketing Services

#### Marketing

- Gap Analysis of Demand & Supply
- Market Share and Revenue Forecasting
- Pricing and Penetration Strategy
- Option creation and evaluation for marketing mix
- Indoor and Outdoor Marketing Material
- Formulate Marketing Strategy
- Implementation of Marketing Strategy

#### Sales

- Identify right Client through Marketing Strategy
- Giving Presentation and arrange Site Visit
- Negotiation with Buyer
- Finalization of Deal & closing

#### Transaction Management/Legal/Amenities/Possession

- Keeping record of Client transaction
- Arranging all required documents for inspection
- Ensuring both parties honor their commitments
- Preparation & Execution Legal Documents
- Registration of Conveyance Deed and/or Lease Deed
- Handing over possession

### Leasing & Transaction Services

- Property Identification Services
- Analyzing the Clients Requirement
- Identify the property as per Client requirements
- Actual site visit
- Communication of the terms of proposal to the client like Lease Period, Deposit, Increment, Rent, Lock in period
- Mode of payment of rent
- Negotiations
- Help closure of deal

#### Property Legal Services

- Title Verification
- Leave & License agreement/Sale Deed
- Registration of Leave and License/Sale Deed
- Execution of maintenance agreement with complex authority

#### Property Possession and Other Amenities

- Possession letter from complex authority/owner to corporate
- NOC from Grampanchayat tax
- Supervision on maintenance/installation of amenities to be provided
- Renewal of Leave & License Agreement

#### Property Investment Services

##### Property Identification Services

- Analyzing Clients investment Requirement
- Identify property as per client budget
- Actual Site Visit
- Communication of the terms of proposal to the client -

##### Investment terms

- Terms of Sale Deed,
- Rate Negotiations,
- Help Closure of Deal

##### Leasing terms

- Terms
- Lease period, Deposit
- Increment
- Rent
- Lock in Period
- Penalty Clause on non payment of rent
- Mode of payment of rent

##### Property Legal Services

- Title Investigation & Search
- Finalization of Drafts & Approvals
- Stamp Duty Planning
- Execution of Sale Deed
- Registration of Sale Deed
- Execution Leave & License Agreement
- Follow up of rent payment

## occupier support services

Any new industry, office, shop, etc is tough to get running. Magus acts as catalyst to provide you all services which makes your life easy when you occupy your new industry, office, shop, etc.

### components of occupier support services by magus

#### Corporate Finance

- Project Loan
- Working Capital Loan
- Mortgage Loan
- Factoring
- Foreign Currency Loan
- Packing Credit (Pre Shipment and Post Shipment)
- Loan against FCNR
- External Commercial Borrowings
- Liquirent Loan

#### Project Subsidy

- Subsidy from Central Government:
- Technology Up gradation Fund (TUFS) Scheme by MOT for Textile Units
- Credit Linked Capital Subsidy (CLCS) Scheme by Ministry of SSI for SSI
- Subsidy from Ministry of Food Processing Industries for Food Processing Industry
- Subsidy from State Government
- Subsidy under Package Incentive Scheme, by State Government

#### Industrial Support Services

- SSI Registration
- Factory License
- Import – Export License/EOU Registration
- Electricity Load Sanction/Water Sanction/Environment Clearance
- Industrial plan Approvals

#### Industrial Operation Support Services

- Incorporation of Companies or Partnership Firms
- Shop Establishment Registration
- Sales Tax Registration
- Income Tax registration and compliance
- Tax Planning
- Capital Planning

# people & expertise

With an expert micro-infrastructure & realty consultant cum taxpert cum lawyer cum dynamic visionary & leader at the helm, as MD, having about 18 years of wide experience in tax, real estate, land, property, projects, businesses, and a strategic consultant cum technoxpert cum operations expert as the CEO, having about 14 years of business strategy and advisory experience, Magus is a professionally managed organization and is a vibrant consolidation of innovative, experienced & qualified intellect providing end-to-end services along the project lifecycle. Expanding capabilities is an on-going exercise.

## **PMC**

### **Business Development**

Qualifications: MBA (Sales & Marketing)

Experience: 5-15 yrs in real estate, marketing & sales, projects, sectors

Expertise: Business Development, networking, client relationship management

### **Project Conceptualization**

Qualifications: B. Arch/ M.Arch, Urban/ Town planner, LLM from National School of Law, BE/ME (Civil), BE/ME (Environment), MBA (Finance), MBA (Sales & Marketing)

Experience: Market Research Expert of 10 yrs, 5-15 yrs in real estate, land & property matters, environment domestic & international exposure

Expertise: Urban/ Town Planning, DCR understanding, Legal, Conceptualization, Finance, Land, Development, Environment, Liaisoning, Approvals, Research

### **Land Acquisition & Land Acquisition Consulting**

Qualifications: LLB/ LLM from interalia National School of Law

Experience: 5-15 yrs in real estate, land & property matters, litigation & non-litigation, ground realty checks of site, hands-on working knowledge of local authorities

Expertise: Land acquisition, Legal, Land, Liaisoning, land legal clearances, land records procurement, english & marathi documentation, registration, post registration, networking, client relationship management

### **Project Design & Detailed Engineering**

Qualifications: IITian (M.Tech in Town Planning), Urban planner, BE/ME (Civil), BE/ME (Electrical), BE/ME (Environment), ME (Env), B. Arch/ M.Arch,

Experience: 5-15 yrs in design, town planning, real estate, land & property matters, Cidco, Hirco, environment consultancy, Hirco, domestic & international (middle east) exposure

Expertise: Urban/ Town Planning, DCR understanding, land-scaping, detailed engineering, Conceptualization, Land, Environment, Plan Approvals

### **Project Approvals**

Qualifications: LLB/ LLM from interalia National School of Law, BE/ME (Environment), MSc (Env), MBA (Finance), BE/ME (Civil), BE/ME (Electrical), M.Com, B.Com

Experience: 5-15 yrs in real estate, projects, sectors, environment, land, property matters

Expertise: Liaisoning-State Govt/ Central Govt/ Local Govt, Development/ Utilities/ Plan/ Environmental/ Subsidies Approvals, Networking, Legal, Finance, processing approval applications with economic/ legal/ social indicators/justifications, project control, networking, relationship management-client & authorities

## PMC

### Project Funding

Qualifications: MBA (Finance), CA

Experience: 5-15 yrs in real estate funding, land, property

Expertise: Finance, Private/ Debt Equity, entity compliance, Presentations, Information Memorandum/ DPR, Economy, Land, Development, Approvals

### Project Development

Qualifications: BE/ME (Construction Management),

Experience: 5-15 yrs in construction & development, real estate, land, projects, sectors, property

Expertise: Development, monitoring, domestic & international (middle east) exposure, Land, Approvals

## Project Marketing

Qualifications :MBA (Sales & Marketing), LLB/ LLM

Experience: Real estate, land, property, projects, sectors, market analysis

Expertise: Marketing & Sales, Investor Services, Transaction Management, Liaisoning, Legal, Business Development Warehousing/ Industrial/ Textile/ Transaction, client relationship management

## UMC

Qualifications: CA/ CS/ ICWA, MBA (Finance), M.Com, B.Com

Experience: Unit Funding, Industrial Operations, Ex-State Government, land, property, projects,

Expertise: Finance, Banking, Liaisoning, Legal, Unit Subsidy, Land, Sales Tax, Income Tax, CRM

## Operation & Management

Qualifications: MBA (HR), PG (HR), M.Com, B.Com, PG (IT), Graduate, Others

Experience: HR, Administration, Systems, Recruitment

Expertise: HRD, Operations, Recruitment, Appraisals, Training, Systems, Office Management, Office Administration

# sectoral solutions

## **Agricultural Sector**

- Food Parks
- Agricultural Economic Zones
- Rural Townships

## **Manufacturing & Industrial Sector**

- Industrial Parks
- Textile Parks
- Sectorial Parks (like Auto, Engineering, Gems & Jewelry, etc)
- SSI Parks
- Single & Multi product SEZ
- Industrial townships

## **Service, Retail & Commercial Sector**

- IT/ ITES Parks
- BPO/ KPO Parks
- Bio-tech Parks
- International Trade & Financial Centers
- Single & multi-service SEZs
- Retail hubs
- Office & Commercial Complex
- Service Townships

## **Warehousing & Logistics Sector**

- Warehousing complexes & Logistics parks
- Agri warehousing & cold storage
- Rail-side warehousing complexes (RSWC)
- Free Trade Warehousing Zones (FTWZ)
- Chemical, Hazardous & Explosives warehousing complexes

## **Residential Townships & Luxury homes Sector**

- Special townships
- LIG & MIG Housing
- Rental Housing projects
- Redevelopment projects
- Slum Rehabilitation projects
- Luxury homes with Golf courses
- Second home & Plots

## **Amusement, Leisure & Tourism Sector**

- Recreation & Tourism Zones (RTZ)
- Amusement & Theme Parks
- Sports/ Education/ Health/ Entertainment city
- Hill stations

# agricultural sector

India has the potential to be the Food-Bowl to the world. It has second largest agricultural acreage of land across the globe. It is blessed with the best climate to grow every variety of fruits, vegetables, crops, etc. But this potential has not been achieved fully till date because of infrastructure & technological backwardness. Food Parks, AEZs, etc are some initiatives to enable India to become the Food Bowl to the world.

## sectoral value adds from magus

- 50 crore subsidy from central Govt for development of food park
- 8 components based self-sustainable food park model
  - Terminal Market
  - Collection Center & Agri-warehousing
  - Cold Storage
  - Rural Technology Park
  - HRD & Training Center
  - Tie up for Raw Material
  - Food Processing Unit
  - Infrastructure
  - Rural Township
- Strategic location of food park in Irrigation command area
- Contract Farming Tie-up (5000 Acre) in Irrigation Command Area
- Locating food parks with a footprint area of atleast 25,000 acres
- Tie-up with atleast 5000 acres of land for supply of raw material to food park
- Development of Complete Forward & Backward Linkage of food value chain
- Low cost design, engineering & development technology
- Approvals for enhanced FSI, Terminal Market, MIDC level power, Water & other utilities
- Project funding through Anchor user/ Developer/ Real Estate funds
- Buyers include International Food Companies, large retailers, Food Processing Industries
- Occupiers Advantage & Benefits
  - Placed in total value chain
  - Affordable space
  - Sufficient raw material
  - Project subsidies
  - Loans

# manufacturing & industrial sector

As the largest democracy, India has the capability to be the Second Factory of the globe after China. Developed economies the world over are experiencing working within Indian democracy very profitable & comfortable, and hence aspire to set up their second manufacturing base in India. They are also keen to tap our growing economy & population of 1.2 billion people, the second largest in the world. The major bottlenecks which are thwarting these nations from setting up base in India are Infrastructure, Approvals, Tax-breaks, etc. Industrial Parks, Textile Parks, Sectoral Parks, SSI Parks, Single & Multi product SEZ, of world class quality, are the solutions. For these as well as for players belonging to this sector within the country including migrating industries, Magus is the catalyst to provide one-stop conception to completion solutions to propel India to develop into the Second Factory of the world.

## sectoral value adds from magus

### Subsidies

- of Rs. 60 Cr in Industrial Park
- of Rs. 40 Cr in Textile Park
- of Rs. 10 Cr in SSI Park

### Unique model with following Components of industrial park

- Sector wise industrial area
- Industrial township
- Common facilities centre like
  - Marketing centre
  - Human Resources Development Centre
- Amenities
  - Fire Station
  - ETP
  - STP
- Commercial Areas
- Services support areas

### Land related value adds

- Land in Metropolitan Region & Growth Centers
- Complex Land Clearances

#### Design & Development related value adds

- Know-how to build international quality Industrial infrastructure
- Industry Specific Design
- Value Construction
- Built to suit Development
- Global Tendering for Best Price
- Walk to work concept by building Industrial township

#### Approval related value adds

- Industrial Zoning
- FSI 1.00
- Approvals equivalent to Industrial Development Corporation
- Express feeder 24\*7 power
- Industrial water supply approvals

#### Marketing related value adds

- International Company to set up production base in India
- Facilitating the migration of industry from city to growth centre
- Large Industrial project in export area

#### Occupier Services one stop solution

- Registration & Licensing
- Taxation
- Funding & Subsidies Solution

# service, retail & commercial sector

In the global context, India is the fastest growing service economy. Shooting real estate prices however acts as a deterrent for services to operate in India. Metros and the top Indian cities have become too expensive destinations for service sectors. Magus aims at bridging the gap existing here. We believe in "value properties" with walk to work concept in creating working communities.

## sectoral value adds from magus

### Components of Service Park

- Sector wise service areas like IT/ ITES/ BPO/ KPO/ Financial District/ Design Centre
- Commercial Area
- Service Support Area
- Service Township
- Interiors with Plug & play Facilities
- Large area/ Low cost leasing

### Components of Retail & Commercial Hub

- Super stores or large retail formats
- Cash & carry centres
- High Streets
- Single brand shops
- Commercial Offices

### Enhanced Value adds

- Provide Value Office
- Value Retail
- Walk to work with community concept
- Creating large service & commercial centers away from the city

### Land related Value adds

- Large parcel of land acquisition

#### Approval related Value adds

- Substantial additional FSI
- Zoning
- FSI Approvals
- Mix use development Approval

#### Design & Engineering related Value adds

- Top class design with charming Aesthetics & Usability
- Good look @low cost
- True urban planning

#### Development related Value adds

- Low cost
- Value construction
- Green Building Certification
- Plug & play Facility

#### Funding related Value adds

- Real Estate Investment Trust Fund

#### Buyers include

- Large service provider
- Large Retail format
- Large commercial

#### Occupier's advantage & benefits

- Build to suit interior
- Life style for people which is less of stress & hard work having lot of fun and quality of life

# warehousing & logistics sector

Waste caused due to lack of suitable storage facilities is the single largest culprit for causing tremendous loss to the Indian treasury. Due to non-availability of appropriate warehousing & logistics facilities, 33% of agricultural produce perish & 15% of goods in manufacturing sector are damaged. Whatever warehousing facilities are available are sub-standard. Such a situation of Industrial sector lacking proper warehousing facilities causes a serious limp. This is an indication of how integral proper warehousing facilities are to profitable industrial progress. The need of the hour is to strengthen this most significant link in the supply chain.

## sectoral value adds from magus

### Concept

- Low cost Agri Warehousing
- Chemical warehouse
- Warehouse for Explosives
- Bonded Warehouses
- Free Trade Warehousing Zones
- Multi-model Warehousing & Logistics Park
- Creation of chain of cold storages
- Spacious branch/internal/access roads for easy movement of huge trailers & for loading & unloading purposes

### Land related Value adds

- Lands located strategically along highways, ports, etc & taking complex land approvals

### Approval related Value adds

- Highway access permission
- High ground coverage approval
- Zoning
- Additional FSI
- Cold storage subsidies
- Agri- storage subsidies

### Design & Engineering related Value adds

- World class warehousing complexes
- State of art facilities & systems
- Tailored designs to suit all kinds of storages

#### Development related Value adds

- Best Warehousing infrastructure for backward & forward linkage in supply chain management
- Plan to achieve 'Just in time' delivery
- Quality storage facility with zero pilferage and leakages
- Least delivery cycle time from loading to unloading
- At high vehicle movement zone multiple transport module functions
- Best traffic management system
- Fire fighting security
- Flexible usability of space
- Low cost & high quality Development

#### Funding related Value adds

- Through Pre-Sale
- Private equity-real estate funds
- Lease premises loan

#### Investor Solutions

- Safe & Secure & Monthly rental payment through ECS
- Legal papers
- Highest fixed return yielding property Guaranteed 15% minimum returns on your Investment every year.
- 5% appreciation on rent as well as investment every year
- Service tax paid by the corporate (Licensee)
- Maintenance cost borne by corporate (Licensee)

#### Occupier Solutions

- Great accessibility & connectivity

# residential township & luxury home sector

As every journey ends at home, it should comprise of the elements of comfort, security, benefit & overall wellness. From creating high class, high value luxury homes to rental homes to redevelopment schemes, contributing to ensure well-being of each inhabitant is our endeavour. Helping formation of neighbourhoods is a basic ingredient. Every category of home has a distinct value. Our pivotal role is to create that value. To carry forward a project from conception to completion, while delivering value at each phase of the project life-cycle, is the key perspective.

## sectoral value adds from magus

### Components of Affordable Housing

- Concepts of LIG/ MIG housing, rental homes, rural township, industrial township
- Low cost land
- Low cost/ maintainability, & use of renewable sources of design models & engineering
- Higher FSI Approvals
- Funding through pre-sale, private equity real estate fund
- Low-cost development know-how
- Mass market fro affordable housing, mass marketing, Sales, & Transaction Management Capabilities
- Value for money for buyer, excellent facilities, good life quality
- Low EMIs

### Components of Regenerative Housing, viz Re-development & SRA

- Concepts of land-mark properties
- SRA & Redevelopment land's & Tie-ups
- Create city monument designs & engineerings to provide all facilities while ensuring aesthetics
- Higher FSI- building clearances

### Components of Luxury home sector

- Concepts of categories of lifestyle luxury homes
- Tremendous Ease & Comfort
- Visually soothing & picturesque location & destination for ultimate bliss & solace
- Create home in the lap of nature
- Amazing Golf course view
- Optimum Utilization of FSI
- Enhanced value for investment

# amusement, leisure & tourism sector

While China has 26.11 million tourists/visitors every year, Thailand has 14.48 Million, Singapore has 10.28 Million, & Malaysia has 20.97 Million tourist/visitors every year. Whereas India has a dismal 5 million tourist/visitors every year. This despite her enchanting diverse beauty, viz, her Northern adorable snow-capped mountains, cheerful peninsular sunshine & beach & long sealine in the South, lively tropical green climate in the East & peaceful Western Deserts. The varied climatic conditions in her 25 states, her linguistic range, colorful cultures, people groups from an assortment of ethnic backgrounds, array of foods, add to the tourism promoting advantage. Yet, much of our tourism-potential remains untapped. Added to this is the need for more avenues of amusement & leisure deserved by our own 300 million strong working class.

## sectoral value adds from magus

### Subsidies & Benefits

- 50 Cr subsidy from central govt for
  - Golf courses
  - Cable carts
  - Health tourism
  - Bollywood tourism
  - Amusement park
  - Theme Park
  - Water Park
  - Convention Centre
  - Large Revenue Generation Centre
  - Destination Location
  - Hill Station
  - Oceanarium
- Fiscal Benefits

### Concepts

- Destination location or Hill Station or water/ sea front properties
- Designed to create
  - Amusement Properties
  - Leisure Properties
  - Destination Properties
- International design tie-ups

### Approval related Value adds

- Tourism approvals
- Zoning
- Additional FSI
- Mix use project level approval

#### Design & Development related Value adds

- Architectural Marvels
- Create master pieces in respective categories
- Top quality development

#### Funding

- Leisure Funds
- Management companies
- Anchor leisure companies
- Property Developers

#### Formats

- Time share
- Membership Concept
- Own & Lease
- Management concept – People to manage properties & destinations created
- High Foreign Exchange Earning format

# flagship projects

Sn	Our Projects	Area (Acre)
A	Agricultural Sector	111
	Food Park	111
B	Manufacturing & Industrial Sector:	2070
	Industrial Park	580
	Textile Park	685
	Single Product SEZ	605
	Industrial Township	200
C	Service, Retail & Commercial Sector:	105
	IT/ ITES Parks	105
D	Warehousing & Logistics Sector	1607
	Warehousing complexes & Logistics Park	1607
E	Residential Township & Luxury Home Sector:	265
	Luxury home & Golf Courses	65
	Special Township	100
	LIG, MIG Housing	100
F	Amusement, Leisure & Tourism Sector:	80
	Amusement & Theme Park	80
Total		4238

# key clients

K. Raheja Corp.  
Aakruti City Ltd.  
Asmeeta Infratech Pvt. Ltd.  
Dessan Infrastructure Pvt. Ltd.  
Neogen Properties Pvt. Ltd.  
RJD Integrated Textile Park Ltd.  
Yogi Realty Pvt. Ltd.  
Prathamesh Dream Properties Pvt. Ltd.  
Ashra Realty  
Ashra Infotech  
Renaissance Infrastructure  
Renaissance Estate  
Rasayani Infraware  
Renaissance Properties  
Vertex Spinning Ltd.  
Sigrun Realty Pvt. Ltd.  
Prakhhyat Infra Project Pvt. Ltd  
Scenic Infra Pvt. Ltd.  
Poddar Developer Ltd.  
Krystal Trade & Commerce Pvt. Ltd.

# our presence

S.N	Location	District	State
1	Hindupur	Anantapur	Andhra Pradesh
2	Hazira	Surat	Gujarat
3	Burhanpur	Burhanpur	Madhya Pradesh
4	Jaipur	Jaipur	Rajasthan
5	Solapur	Solapur	Maharashtra
6	Bhiwandi	Thane	Maharashtra
7	Virar	Thane	Maharashtra
8	Kolhapur	Kolhapur	Maharashtra
9	Amaravati	Amaravati	Maharashtra
10	Khandala	Pune	Maharashtra
11	Neral	Raigad	Maharashtra
12	Karjat	Raigad	Maharashtra
13	Titwala	Thane	Maharashtra
14	Andheri	Mumbai	Maharashtra
15	Panvel	Raigad	Maharashtra
16	Sirpur	Dhule	Maharashtra
17	Dhule	Dhule	Maharashtra

# the future

- 30 ongoing & Pipeline Projects
- 4238 Acres of Land Bank
- 5484 Acres of project concepts built
- 963 Acres of Land Acquisition in progress
- 2082 Acres of Land Acquisition Consulting under process
- 1547 Acres under Design, Engineering & Development process
- 2847 Acres of Land under Approvals
- 620 Cr of Subsidies sought
- 23 Projects Environmental Clearances
- 763 Acres of Project Development under monitoring
- 3767 Acres of rural development
- 1611 Acres for Unit Management Consultancy

## Projections of projects

- |   |   |
|---|---|
| • 1427 Cr of Infrastructure Development     | • 56079 Cr of Export                    |
| • 7231 Cr of Land & Building Development    | • 8134 Cr of Inter State Trade          |
| • 1427 Cr of Infrastructure Development     | • 48805 Cr of Intra State Trade         |
| • 8658 Cr of Project Cost                   | • 4204 Cr of Services Delivered         |
| • 13786 Cr of Investment in Machinery       | • 71361 Cr of Operating Cost            |
| • 22444 Cr of Total Investment              | • 3904 Cr of Excise Duty                |
| • Employment for 824405 Persons             | • 2077 Cr of VAT                        |
| • Direct Employment for 329762 Persons      | • 163 Cr of CST                         |
| • Skilled labour Employment for 83961       | • 518 Cr of Service Tax                 |
| • Semi-skilled labour Employment for 222880 | • 7358 Cr of Profit                     |
| • Un-skilled labour Employment for 22921    | • 2477 Cr of Income Tax                 |
| • Indirect Employment for 494646            | • 18 Cr of N.A Tax                      |
| • Support for 4122025 family members        | • 19 Cr of Property Tax                 |
| • 4027 Cr of Total Salary                   | • 13466 Cr of Term Loan                 |
| • 8 Cr of Professional Tax                  | • 1616 Cr of Interest on Term Loan      |
| • 413 Cr of Provident Fund                  | • 2856 Cr of Working Capital Loan       |
| • 105 Cr of ESIC                            | • 343 Cr of Interest on Working Capital |
| • 117222 Cr of Turnover                     |   |

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