

LEARNING ALCHEMY

Turning Brick & Mortar into Gold

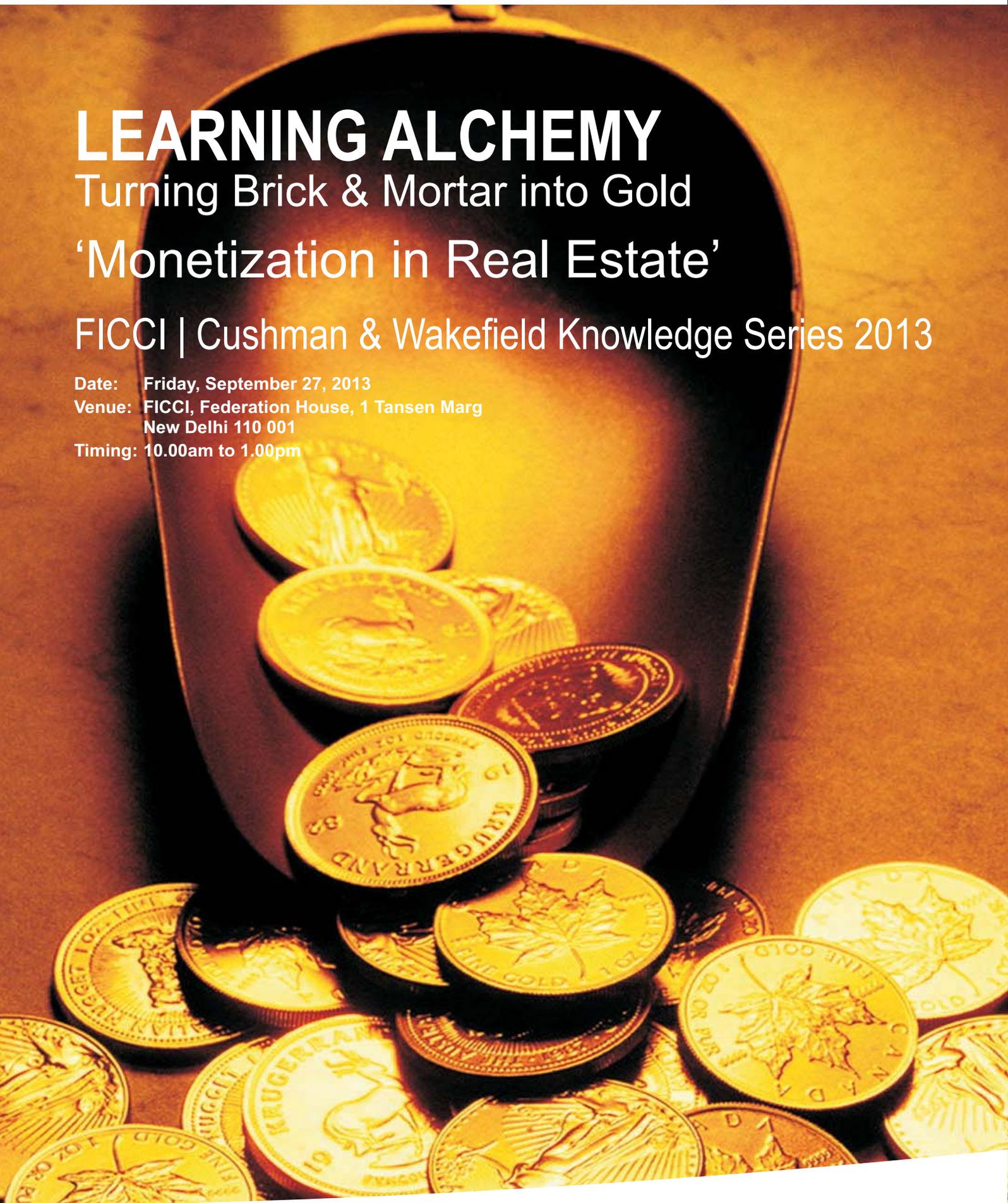
‘Monetization in Real Estate’

FICCI | Cushman & Wakefield Knowledge Series 2013

Date: Friday, September 27, 2013

Venue: FICCI, Federation House, 1 Tansen Marg
New Delhi 110 001

Timing: 10.00am to 1.00pm





Cushman & Wakefield Knowledge Series 2013

Federation of Indian Chambers of Commerce & Industry (FICCI) jointly with Cushman & Wakefield India is pleased to announce the second event in the series of knowledge events for real estate sector.

The ever evolving economic environment compels businesses to reinvent themselves for sustainable growth through various strategic decisions. In the current market scenario, debt raising and servicing is getting very expensive. Added to that, investors and shareholders are consistently demanding incremental returns on their investments, making many corporate houses to rethink their business growth plans and strategies. Thus with changing business dynamics, many companies may find traditional strategies less effective forcing companies to review other methods of increasing their share values. One of the ways in the recent times has been Asset Monetisation. Once considered as a part of a company's portfolio for their notional value, a company's real estate portfolio has the ability to contribute significantly to the bottom lines.

Monetization In Real Estate

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Programme

9:30 AM - 10:00 AM	Registration
10:00 AM - 10:05 AM	Opening remarks
10:00 AM - 11:00 AM	Session I
10:00 AM - 10:20 AM	Key note address Mr. Sanjay Dutt, Executive Managing Director South Asia, Cushman & Wakefield <ul style="list-style-type: none">• Current real estate market dynamics• Challenges and opportunities of the Indian Real Estate market• What is asset monetization?• Who should consider asset monetization?• Why should a corporate consider monetizing its assets and how can it be achieved?
10:20 AM - 10:50 AM	Panel Discussion on "Asset Monetization" - Who? How? And Why? Moderator: Mr. Sanjay Dutt, Executive Managing Director South Asia, Cushman & Wakefield
10:50 AM - 11:00 AM	Q&A
11:00 AM - 11:45 AM	Session II
11:00 AM - 11:30 AM	"Presentation on "Methods of Asset Monetization"
11:30 AM - 11:45 AM	Q&A
11:45 AM - 12:00 PM	Tea Break
12:00 PM - 1:00 PM	Session III
12:00 PM - 12:30 PM	Panel Discussion on "Taxation & Legal implications of Monetization of Real Estate" Moderator: Mr. Diwakar Rana, Director, Capital Markets Group, India, Cushman & Wakefield
12:30 PM - 1:00 PM	Q&A
1:00 PM - 2:00 PM	Lunch

Confirmed Speakers



Sanjay Dutt
Executive Managing Director
South Asia, Cushman & Wakefield



Diwakar Rana
Director
Capital Markets
Cushman & Wakefield



D Diptivilasa (IAS)
Additional Secretary (UD)
Ministry of Urban Development
Govt. of India and Vice Chairman
Delhi Development Authority (DDA)



Sachin Batra
Managing Director
Religare Investment Advisors Limited



Vishal Kumar
Managing Director
Xander Advisors India



Sanjay Baweja
CFO
Tata Communications



Ravindra Singh
Vice President
Global Head of Real Estate Services
Aricent Group



Tarun Mehrotra
President - Sales & Marketing
Shipra Estate limited

Confirmed Speakers



R. K. Mutreja
Business Consultant, GRE
Workplace Services - ETS
Hindustan Unilever Limited



P. K. Tripathi
President
Corporate Affairs
Unitech Ltd



Gaurav Rakyan
Principal - Investments, Research
Transactions & Legal
Red Fort Capital Advisors



Jatin Aneja
Partner
Amarchand & Mangaldas &
Suresh A. Shroff & Co.



Hardeep Sachdeva
Partner
AZB & Partners



Niraj Kumar
Partner
DSK Legal

Benefits to Participants

- An educational session for CEOs, CFO's and key decision makers of companies
- Recognize strategy for monetising the real estate assets
- Expert advice on legal and tax implication
- Learning from case examples
- Personal interaction with subject experts
- Access to training modules
- Opportunity for networking

Eligibility

The event is open to participation from Promoters / MDs / CEOs / CFOs / senior management of companies having interest in real estate.

Delegate Fee *

FICCI Corporate Members	Rs. 3750 per delegate
FICCI Associate Members	Rs. 4500 per delegate
Non Members	Rs. 5000 per delegate

Partnership Opportunities

Principal Partner: Rs. 5 Lakhs
Associate Partner: Rs. 3 Lakhs
(For details contact FICCI)

* Service tax @ 12.36% is applicable on delegate fee

** For 4 or more delegates from same company - 5% off on the total delegate fees

Delegate fee includes access to knowledge sessions, study material and lunch

Payment / Registration Mode

- Prior Registration by phone or e-mail is compulsory to block your seat. Registration is on first come first serve basis.
- Spot Registration (from 9.30am - 10.00am): Only cash / credit card / DD (in favour of "FICCI" payable at New Delhi), will be accepted from pre-registered delegates only.
- Fresh registration at the venue will be accepted subject to availability of seat and study material.

Venue

FICCI, Federation House, 1 Tansen Marg, New Delhi 110 001

Registration Form

Delegates Nominated for the Event

Name	Designation	Email	Mobile Number
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-----	-----	-----	-----
-----	-----	-----	-----

Organisation: -----

Address: -----

City/State: ----- Pin-Code: -----

Phone: Area code ----- Number -----

Fax: Area code ----- Number -----

Company website: -----

Payment Details -----

Our DD / Cheque No ----- for Rs -----

drawn on ----- in favour of "FICCI" payable at New Delhi is enclosed herewith.

Refund policy: No refund requests would be entertained by FICCI once delegate fee(s) has been received. Change in the nominated names could be made.

General Note: "This knowledge series is purely an academic exercise aimed at imparting general knowledge about various topics in real estate covered through events. It is not an alternative to professional advice from subject experts. Neither FICCI nor Cushman & Wakefield could be held accountable for any loss suffered from any action taken or not taken by the participant or anyone by relying on the information given in this workshop or by using the study material provided during the workshop."

Undertaking: I have read the conditions of participation and agree.

Name & Signature of official authority _____

Kindly send the duly filled registration form along with registration fees to:

Mr. Santosh Mathew, Deputy Director
Real Estate and Urban Development Division
Federation of Indian Chambers of Commerce and Industry (FICCI)

Federation House, 1, Tansen Marg, New Delhi-110001

Tel: 011- 23765318 / 23487331 / 23487394 Board Lines:
011-23738760-70 (Ext 519/480), Fax: 011-23765333

Email: ficcimasterclass@ficci.com



Cushman & Wakefield is the largest fully-integrated real estate services firm in the world. Founded in 1917, it has 227 offices in 56 countries around the globe and 15,000+ talented professionals. Cushman & Wakefield is involved in every stage of the real estate process, from strategy to execution. The firm represents clients in buying, selling, financing, leasing, managing and valuing assets, and provides strategic planning and research, portfolio analysis, site selection and space location services. Cushman & Wakefield commenced its India operations in 1997 and today has grown to over 1500 employees across our offices based in New Delhi, Gurgaon, Mumbai, Bangalore, Chennai, Hyderabad, Pune, Kolkata and Ahmedabad. The first international real estate service provider to have been granted permission by the Government of India to operate a wholly-owned subsidiary. The C&W India Capital Markets team has been involved in some of the most prestigious transactions across asset classes covering structured equity and debt services, capital advisory including equity raising for pooled funds, programmatic club, joint venture transactions and development project funding. In addition the team also specialises in Debt Financing providing services such as Debt Syndication, Placement of Treasury Products (Private Placement), Acquisition Financing, Refinancing & Restructuring, Special Situations and High Yield Financing and Trade Credit Advisory.

For more information on how you can monetize your company's real estate assets, contact:

Contact Cushman & wakefield

Sitara Achreja

Director - Marketing & Communications
Sitara.Achreja@ap.cushwake.com

Diwakar Rana

Director - Capital Markets, Cushman & Wakefield
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Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 52 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sector specific consensus building and networking. Partnerships with countries across the world carry forward our initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, etc. FICCI serves as the first port of call for Indian industry and the international business community.

Contact FICCI

Santosh Mathew

Deputy Director
Real Estate and Urban Development Division
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