

**CORPORATE INFORMATION**  
**MARKET CITY MANAGEMENT PVT LTD, Mumbai**  
**SOWING 'SCIENCE' OF ASSET MANAGEMENT INTO**  
**INDIAN ASSETS...MAKING THEM DELIVER...**  
**converting them into ASIA's FINEST**

At the very outset, the buzz word doing rounds in Real estate business seems to be Retail and Malls. From a current number of close to 250 malls, we are about to leap-frog to be over 800 malls in the next 3-5 years. With a booming economy, growing middle-class, global brands and world's largest high spending youth population (between 16-45 years), the real estate developer truly looks at the mall business as being lucrative and rewarding.

*The dive-down:* All of a sudden, a reverse trend catches up, real estate prices rocket skywards, recent inflationary trends set in, US sub-prime crisis, rising oil prices, political crisis and more.

*Result:* The mood swaps from bullish to bearish. Brands start looking at consolidation and research hard on customer trends and movements.

*New-age mantra for developers for success:* Properties need to **DELIVER** to be in business.  
The **MARKET CITY MANAGEMENT** saga unfolds here.

MCM steps into the picture much-ahead at the Pre-project stage; to study and identify potential of the city and thereafter the location within the city. Stage II: During the course of design and construction, MCM optimizes the projects - to start delivering from the word go. Standardization of asset designs and processes, new age construction technologies, column widths (according to global standards for international brands), floor plans, property zoning, roof/ceiling considerations, modern lighting systems, flooring, services, smart surveillance systems, footfall monitoring and counting hardware, working within budgets and so on and so forth, will be a key deliverables of MCM.

Property Optimizing can help advancing the project construction by a few months...leading to preponement of revenues...meaning thereby 'property delivery', well ahead of its operational date. *Now that's what we call as 'Science' of Asset Management and Delivery.*

*Blend it with artful efficiencies* in Leasing, Marketing, Management and Operations supporting early deliveries from Assets, we are able to deliver value as few can. Needless to mention the back-end operations of HR, Finance, IT and Legal have to be in sync to advance and achieve the desired results.

*MCM key agenda will be to look at operational efficiencies at all stages, helping Assets deliver better.*

Its time to create 'best-in-class retail environments', with a pro-active asset management plan in place, delivering a holistic experience, to both - brands and customers, with highest standards of excellence. Its time to shift away from the traditional 'operational focus' to 'a more relevant and customer centric marketing focus'.

Its time to be the finest, and set new benchmarks.

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