

MaxiMaa Realty Venture

Profile



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Authored by: Manoj Shah

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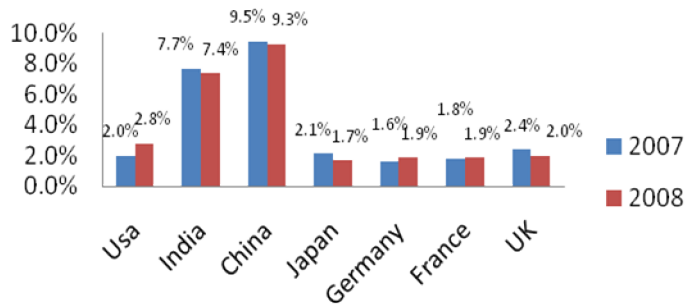
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Real Estate Industry

Strong Macro-Economic Environment

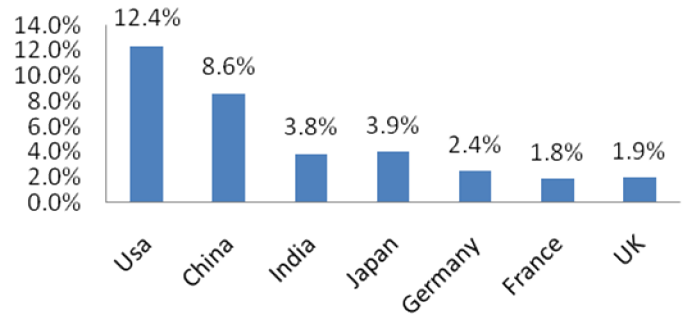
Among the Fastest Growing Economies

(Source: EIU)



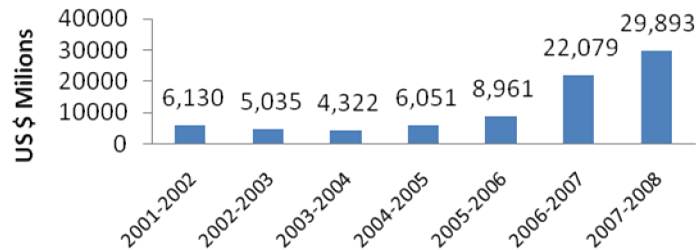
Market Size – Purchasing Power Parity

(Source: World Bank report)



India - Year wise FDI Inflows

(Source: Department of Industrial Policy & Promotion
Ministry of Commerce and Industry)



Strong economic growth has been supported by increasing corporate profits and consistent inflow of foreign investments.

Indian Real Estate Market

The Indian economy and the real estate sector in particular are high on its ride to prosperity. As India's economic growth curve rises, real estate India has emerged as one of the most appealing investment areas for domestic as well as foreign investors. Indian real estate has huge potential demand in almost every sector, but especially commercial, residential, retail, industrial, hospitality, healthcare etc. But maximum growth is attributed to its growth from the booming IT sector, since an estimated 70 per cent of the new construction is for the IT sector.

Investment scenario has certainly undergone a paradigm shift in India. Gone are the days when potential investors used to sought after investment options like equity bonds and park money in shares where your return ranges between 5.55 to 6%. Data showcased by property surveys show that returns from rental incomes on investment in commercial property in Indian metros, is around 10.5%, the highest in the world.

Key Facts

- 🏠 Development of Indian property is now considered as the most profitable and attractive business opportunity in the present real estate scenario in India. New demands have added to strength of real estate markets across the commercial, residential and retail sectors in India. Not surprisingly, demand for Indian property has been increased steadily for the past few years and it has exceeded supply.
- 🏠 There has also been an upward swing on the real estate price values in the recent years. Due to the huge demand and rising prices, investment and speculative interest in real estate is growing while excess money supply, stock market gains and policy changes are added to the trend in favor of the real estate sector.
- 🏠 In the last one year, the capital values of the commercial office spaces has increased by up to 40% owing to the increase in the demand from IT / ITES and BPO sector across major metros in India.
- 🏠 India has a distinct regulatory and financing management in place.
- 🏠 Real estate boom in India is supported by its own flourishing economy on a sustainable basis. Here, growth of the property market is not a result of renovation and overhauling; but rapid development that witness for India is riding the high growth wave.

Factors Favoring Investments

- 🏠 Tremendous growth has been taking place in both residential as well as commercial segments that is attracting huge investments phenomenal price escalation (more than 100% in several places) in last couple of years.
- 🏠 Lower interest rates, easy availability of housing finance, burgeoning income and better job prospects, increase of nuclear families have given a boost to the demand for residential properties in India. The residential sector has risen by about 25-40% p.a in the last 2 years.
- 🏠 The retail market in India has been growing due to increasing demand from retailers, higher disposable incomes and opening up of FDI in Retail. The capital appreciation in this sector is close to 20-35% p.a. However, the risks associated with this sector are higher as retailers are prone to cyclical changes typical of a business cycle. Changing consumer behavior combined with increasing disposable incomes will ensure further growth of the retail sector in India.
- 🏠 In the present day scenario, if there is any powerful investment tool that brings burgeoning financial returns, it is INDIAN REAL ESTATE!!! Investors should consider the parameters minutely and meticulously to find out why investing in Indian real estate now is the best viable option.

Summary

- 🏠 The importance of the Real Estate sector, as an engine of the nation's growth, can be gauged from the fact that its current size is estimated at US\$57bn or 6.2% of India's GDP and is the Second largest employer next only to agriculture.
- 🏠 Riding on a booming economy and healthy GDP growth, Indian real estate industry has been Expanding at an exponential rate.
- 🏠 In terms of value, the real estate market is expected to grow at 12.8% CAGR in the next five Years.
- 🏠 The strong economic growth has augured well for the Indian real estate market by stimulating Demand for modern offices, warehouses, hotels and retail shopping centres, IT, BPO. It has also boosted Demand for upgraded accommodation due to rise in income in the hands of middle class Community.

Source: Indian Real Estate Sector – ICICI Securities

The Group-Overview of MaxiMaa Group Companies

Overview of MaxiMaa Group Companies

MaxiMaa Systems Ltd. – An ISO 9001:2000 Company.

- 🏠 MaxiMaa Systems Ltd. is a Mumbai based Company, having very strong & successful track record of manufacturing and trading of steel furniture and storage systems since more than one and a half decade.
- 🏠 Incorporated in 1990-91.
- 🏠 The Manufacturing units are located at Village Bamti, Taluka Dharampur, District Valsad, Gujarat. The site is 160 kms away in North of Mumbai, covering area of two Acres. The company is employing 200 workers manufacturing quality steel storage system with a wide range of products for selection.
- 🏠 The Brand MaxiMaa is well established in National and International market.
- 🏠 Listed on BSE stock exchange since 1994.
- 🏠 Promoters of the company are: Mayur Shah, Manoj Shah & Mahesh Shah.

Shree Laxmi Industries.

- 🏠 Incorporated in 1981, the first business venture of the MaxiMaa group.
- 🏠 Dealing into Domestic steel furniture.
- 🏠 Unit is situated at Kailash Road, Valsad.



MaxiMaa Infoways Pvt. Ltd.

- 🏠 Incorporated in 1999.
- 🏠 Dealing into Information Technology, Software development and BPO services.
- 🏠 Catering to the clients from USA, UK and South Africa for their back office outsourcing jobs.
- 🏠 Development centre is located at Yashkamal Bldg., Tithal Road, Valsad.



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Maxi

🏠 25 seats work is being handled from the centre.

Mapara Furniture Pvt. Ltd

🏠 Incorporated in 2006.

🏠 Dealing into Knock-down steel furniture, Import and Export.

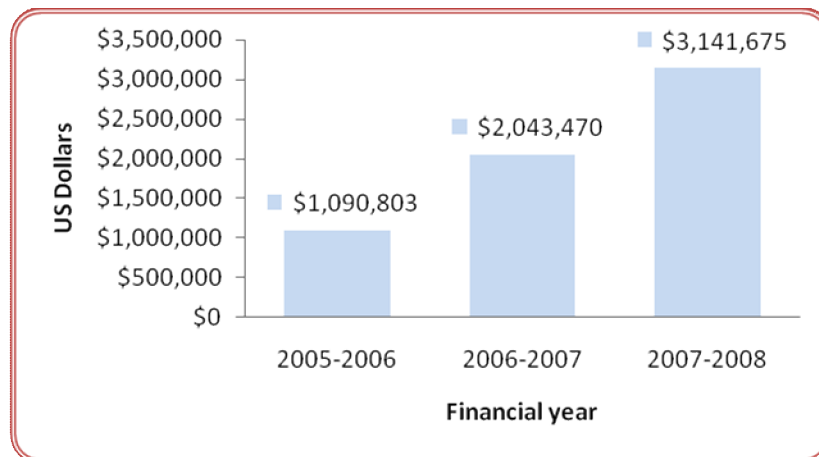
🏠 Manufacturing of Heated Wiper – A patented product from Canada.

🏠 Unit is located at New GIDC, Gundlav, Valsad.

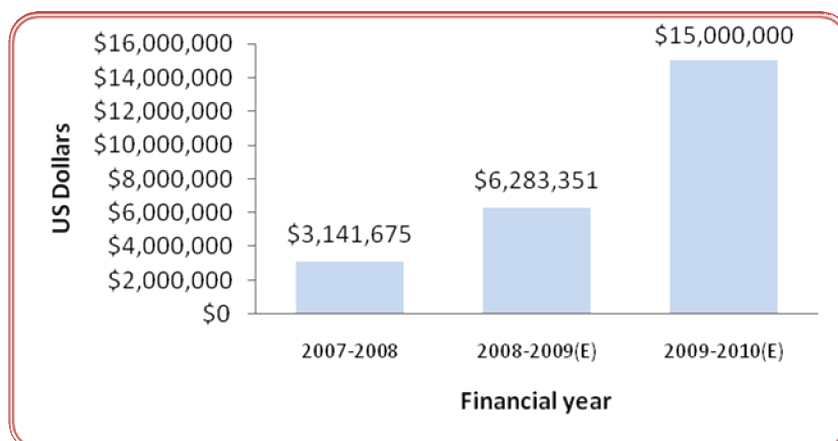
🏠 50 workers are employed to produce various products.



MaxiMaa's Revenue Chart



MaxiMaa's Vision



MaxiMaa Realty Venture - Overview

Company Overview

MaxiMaa Realty Ventures is a real estate investment and advisory company that provides strategic real estate counsel and creates real estate investment opportunities for individuals and institutional investors. We evaluate, arrange and structure real estate investments for our investors.

We, at MaxiMaa Realty Ventures provide equity capital to experienced entrepreneurial builders and developers according to their acquisition, development, sale and operation of carefully selected real estate projects. The Company also provides Land banking services for national as well as regional builders.

We are renowned for our prime strength to respond quickly to our Joint Venture partners' equity requirements. Under our relationship-oriented program, we seek experienced Joint Venture partners for multiple transactions.

Investment Portfolio

MaxiMaa Realty Ventures, through its affiliate, has provided the equity component for the development of real estate.

Our assignments include:

- 🏠 Residential Land Developments
- 🏠 Row houses & Independent bungalow development
- 🏠 Multi-Family Housing
- 🏠 Shopping Centers
- 🏠 Commercial Land Developments

Our Team and Affiliates

MaxiMaa Realty Ventures is comprised of a team of highly skilled professionals who are specialized in variety of fields.

Manoj Shah, Founder & Chief Executive Officer

With a Masters Degree and 25 years' reach experience in manufacturing and development, this dynamic personality is a renowned name in the storage systems industry in India. Based in Mumbai, Manoj has been instrumental in leading development projects.

While being the CEO of MaxiMaa Realty Ventures, Manoj is also handling his duties as Managing Director of MaxiMaa Systems Ltd (a publicly traded company) and CEO of MaxiMaa Infoways (Pvt) Ltd.

Manoj is a regular traveler to North America and Europe, remains keep in touch with the current trends, maintains a sound and thorough knowledge base for the business.

He oversees professionally managed business group. He plays an important role in formatting and converting strategies in furniture, storage, I.T. and real estate segments. He is active and keeps participating various conferences/seminars to get updated. He has over 20 years of experience.

Vipul Shah, Founder and Chairman.

Born and brought up in Mumbai, Vipul started as a steel supplier, and dealt with developers for almost a decade. A quick learner and an astute businessman by very nature, Vipul plunged into the real estate sector to capitalize on the inherent opportunity. Since then, he has successfully completed 10 prestigious projects (total construction exceeding 500,000 sq ft) in western suburbs of Mumbai.

- ▶ Experience of 2, 00,000 Sq.ft. of Development.
- ▶ Net worth is approximately 25 Million US \$.

Confidential, Portfolio Manager

Confidential is involved with transaction structuring, financial due diligence, and investor servicing. His responsibilities include the analysis of the financial and tax implications of proposed transactions, structuring the appropriate investment vehicles, and implementation of operations, management and financial controls. Financial due diligence on each potential project will include an analysis of the purchase, sale and financing transactions, cash flow projections, present value analysis, projected investment returns, and tax projections.

Our Professional team is further enhanced by our excellent in-house staff and professional consulting affiliations.

Property consultants

We are having excellent property consultants in the area of providing proficient real estate brokerage services which include services in the core areas of strategic consulting, valuations/appraisals, agency services, asset services and project management, which are technically sound and practically grounded. They have a wide range of options available with them suitable for all kinds of budget.

Mr. Shantibhai Dedhia:

- ▶ More than 30 years of experience of real estate development project.
- ▶ Has handled USA clients for mega project of Hill Station and tourist city development.

Mr. Hardik:

- ▶ Yong dynamic experienced personality.
- ▶ Has handled successfully Slum Redevelopment Projects.
- ▶ Well connected with various agencies.

Financial Advisors

Merchant Bankers-SMC Nexgen Capitals Ltd.

One of the Leaders of BSE/NSE/Commodity Broking and IPO retail fund mobilization/Depository Participant.

With a wide network of over 1500 offices across India, it is capable to cater any financial services. The promoter of the company is Subhash Agarwal.

Auditors and Tax Counselor

Our professional Tax counsel handles monitoring ongoing investment performance, coordinating, financial reporting and compliance with financial institution requirements. Tax counsel is also responsible for developing creative tax strategies and solutions as well as handling all compliance matters.

N.N. Jambusaria & Co.

A leading Income Tax Practitioner and renowned Audit Firm managed by whole-time Chartered Accountant Partners. Mr. Nihar Jambusaria is the senior most Partner, highly respected, Ex-chairman of Indian Institute of Chartered Accountants of India.

Legal counsel

Legal counsel looks after and takes care of all legal issues related to development or investments. MaxiMaa has a very good team of legal counsel.

Jayantilal Thakkar & Co.

A Mumbai-based, very experienced firm led by Senior Partner Dilip J. Thakkar, It is widely reputed as a pioneer of FERA/FEMA Practice.

Vaish Associates Advocates

An integrated global law firm advising domestic and international clients for over thirty years. Mr. O.P. Vaish designated Senior Advocate; Supreme Court of India has founded the firm. Mr. Hitendra Mehta is a senior member of the Corporate Law Group with wide ranging experience of Corporate Law, Banking Law, Mergers and Acquisitions.

Khaitan & Co. Advocates

One of the India's oldest and most recognized full service law firm, founded in 1911 by a member of the Constituent Assembly. Real Estate/Property/Private Equity Funds are the core competency of the firm along with all tax related services.

Our Accomplishment

Trishla Tower

- 🏠 Description: Project of 45 Residential flats. Located at Ram Mandir Road, Vazira, Borivali (W).
- 🏠 Total Built-up Area: 55,000 sq. ft.
- 🏠 Total Flats Sold: 60% sold.
- 🏠 Date of Commencement: March-2006.
- 🏠 Date of Completion: May-2008.
- 🏠 Revenue Generated: 400 Million INR.
- 🏠 Developer: Good Living Shelters Pvt. Ltd.
- 🏠 Architect: Jeegar J. Tanna
- 🏠 Consulting Architects: Vivek J. Bhole & Neo Modern Architects
- 🏠 Structural Engineer: Ellora Structural Consultants.
- 🏠 Solicitor: S. R. Mishra



Jaanu's

- 🏠 Description: Project of 28 Residential flats.
- 🏠 Location: TPS III, Borivali (West).
- 🏠 Total Built-up Area: 35,000 sq. ft.
- 🏠 Total Flats Sold: 100% sold.
- 🏠 Date of Commencement: March-2004.
- 🏠 Date of Completion: May-2006.
- 🏠 Revenue Generated: 150 Million INR.
- 🏠 Developer: Good Living Shelters Pvt. Ltd.



Rushabh

🏠 Description:	Project of 12 Residential flats.
🏠 Location:	Haridas Nagar, Borivali (West).
🏠 Total Built-up Area:	14,000 sq. ft.
🏠 Total Flats Sold:	100% sold.
🏠 Date of Commencement:	January-2002.
🏠 Date of Completion:	November-2004.
🏠 Revenue Generated:	49 Million INR.
🏠 Architect:	B. B. Associates.
🏠 Developer:	Yash Developers & Super Star Builders.



Siddhi Vinayak

🏠 Description:	Project of 30 Residential flats.
🏠 Location:	Haridas Nagar, Borivali (West).
🏠 Total Built-up Area:	25,000 sq. ft.
🏠 Total Flats Sold:	100% sold.
🏠 Date of Commencement:	June-2003.
🏠 Date of Completion:	December-2004.
🏠 Revenue Generated:	75 Million INR.
🏠 Developer:	Joint Venture, Axis Builders and Siddhi Vinayak Construction.

Kingston Tower 'B' wing

🏠 Description:	Project of 40 Residential flats.
🏠 Location:	Chincholi Bunder Road, Malad (West).
🏠 Total Built-up Area:	40,000 sq. ft.
🏠 Total Flats Sold:	100% sold.
🏠 Date of Commencement:	February-2003.
🏠 Date of Completion:	December-2004.
🏠 Revenue Generated:	120 Million INR.
🏠 Developer:	Joint Venture.

Neel Tower

🏠 Description:	Project of 34 Residential flats.
🏠 Location:	Off. Devidas Lane, Prem Nagar, Borivali (West).
🏠 Total Built-up Area:	55,000 sq. ft.
🏠 Total Flats Sold:	100% sold.
🏠 Date of Commencement:	January-2002.
🏠 Date of Completion:	November-2003.
🏠 Revenue Generated:	190 Million INR.
🏠 Developer:	Joint Venture, Axis Builders and Siddhi Vinayak Construction.

Meera's Empire

🏠 Description:	Project of 90 Residential flats.
🏠 Location:	Subhash Nagar Co-operative Housing Society, Goregaon (West).
🏠 Status:	Under-Development.
🏠 Total Built-up Area:	1, 25,000 sq. ft.
🏠 Total Flats Sold:	SRA Project 80, 000 sq. ft. Slum Building Completed.
🏠 Date of Commencement:	January-2002.
🏠 Revenue Generated:	815 Million INR.
🏠 Developer:	Rushabh Real Estate Developers Pvt. Ltd.



Investment Structure

- 🏠 How MaxiMaa Invests: Through Special Purpose Vehicle "SPV", project to project basis.
- 🏠 Preferred Return: On Equity Invested, Managerial Fees.
- 🏠 Participation in Profits: 40% - 60%
- 🏠 Major Provisions in SPV: Minimum Internal Rate of Return (IRR).
Management Committee Comprised of Co-Managing Partners including representatives of investor group.

Contact Information

Manoj Shah (CEO)

240, Naman Plaza, S.V. road,

Kandivali (West), Mumbai

Ph No: (91) (22) 6516 0300 /67102400/32012122

Tele/Fax: (91) (22) 28648478

Cell: +91 93227 64415

Email: manoj@maximaasystems.com