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
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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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:30 AM - 10:00 AM</td>
<td>Registration</td>
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<tr>
<td>10:00 AM - 10:05 AM</td>
<td>Opening remarks</td>
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<td>10:00 AM - 11:00 AM</td>
<td>Session I</td>
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</table>
| 10:00 AM - 10:20 AM | Key note address                             | Mr. Sanjay Dutt, Executive Managing Director South Asia, Cushman & Wakefield  
|                   |                                              | • 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

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

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

P. K. Tripathi  
President  
Corporate Affairs  
Unitech Ltd

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 *

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<th>Category</th>
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<tr>
<td>FICCI Corporate Members</td>
<td>Rs. 3750 per delegate</td>
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<tr>
<td>FICCI Associate Members</td>
<td>Rs. 4500 per delegate</td>
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<tr>
<td>Non Members</td>
<td>Rs. 5000 per delegate</td>
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* 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

Partnership Opportunities

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

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

<table>
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<tr>
<th>Name</th>
<th>Designation</th>
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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 ___________________________
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, programatic 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
diwakar.rana@ap.cushwake.com

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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