

## Overview

Palava is amongst the most ambitious private real estate projects in the world – spread over 5,000 acres of land within the Mumbai Metropolitan Region. It is located between the growth corridors of Thane, Kalyan and Navi Mumbai. The urbanization trends, lack of quality living and infrastructure development towards the Eastern part of MMR presents an opportunity to create a world-class sister city to Mumbai.



## Vision

Our vision is to develop Palava into a Top 50 global city over the next 10 years. To date, our focus has been on developing a high quality residential focused city for the middle and upper middle class - homes, social infrastructure – retail entertainment, education and governance.

Going forward, our primary objective is to make Palava the most vibrant economic hub in the MMR region with GDP of US\$10bn by 2025. For this, we will focus on the following economic pillars:

1. **Grade A Industrial & Logistics Park** – Will provide one stop solution for companies focused on high end manufacturing, warehousing and logistics. Palava's strategic location (proximity to the port, upcoming airport) makes it very attractive for companies looking to enter India or directly access the MMR market.
2. **Data centre hub** – a park that would house multiple data centre buildings with high quality support infrastructure – 24 x 7 high capacity power and water supply, multiple dark fibre network
3. **Offices** - Focus on areas that want to be in the Mumbai region but see challenges on talent, high quality work-spaces and infrastructure and affordable rents. To begin with, the sectors like IT/ITes, BFSI, co-working, incubation spaces, etc.
4. **Retail and Entertainment** – With growing disposable income and lack of quality entertainment options (primarily due to lack of land within MMR), Palava's economy would be supported by high quality retail and entertainment set-ups (e.g. children's museum, outdoor parks, malls).
5. **Media City** – Leveraging the strengths of the MMR region as the media capital and the growth in television and online, Palava will set-up a complete media eco-system.
6. **Medical City** – The proximity to the upcoming international airport, high air quality and residential / hospitality options will make Palava an attractive location for medical tourism.
7. **Technical institutes / colleges** – Set-up a high quality institutions that address the talent needs for the MMR economy – focus on skilling in value added areas like emerging technologies (Artificial Intelligence, Big Data, Cloud Computing, Virtual Reality, etc) and over time set-up of a university that

supports the various business hubs like medical and media. The higher educational institutes will be research focused and integrate with the business district to create a “knowledge city”.

**Role objective:** Responsible for setting up of Industrial & Logistics Park spread over 170 acres and data centre hub spread over 50 acres, explore alternative use of land bank in Palava, and overall growth of this vertical

### **Key responsibilities**

Lodha Group is getting into a Joint Venture with a global Industrial & Logistics park developer and operator to develop the first phase of the Industrial park. Lodha will have equal representation on the Board of Directors of the JV Company as JV partner. JV partner will be the operating partner responsible for design, development, marketing, leasing, and operations. The responsibility with regard to the first phase of the Industrial park will be limited to carry out Lodha obligations as part of the JV, managing the Joint Venture and periodic review of the operations of the JV Company.

- Planning & Design phase: work with JV partner and architects – land master-planning, infrastructure & engineering consultants
  - State-of-the-art Grade A warehouse design & industrial sheds
  - World class facilities & support infrastructure in the hub
- Strategy & Marketing
  - Devise Go-To-Market strategy
  - Build key USPs of the hub, and work with Joint Venture partner to create unique positioning of the hub
  - Developing and reviewing investment promotion collaterals
  - Identify partners across the globe; this will include companies looking to enter MMR, Govt. institutions, global developers, etc. ***We are working with multiple Consultants for generating leads to take up space in the park – both ready sheds and land on lease***
  - Network and promote MII hub across trade organisations, industry bodies, foreign companies, etc.
  - Develop networks with economic cells of South Asian countries looking to set-up in India (e.g. JETRO, IE Singapore, etc.)
- Business Intelligence
  - Understand key offerings & USPs of other logistics & industrial zones, data centre setups, country specific economic clusters in India & abroad
  - Benchmarking of best practices followed in these zones & build technical knowledge base within Lodha for the new vertical
- Operation
  - Industrial park under JV – review operations of the JV company on a periodic basis
  - Non-JV
    - Maintain post deal client relationships
    - Overall responsibility of handing over plot/ building within timelines agreed at deal stage
    - Set up and manage facility management team post start of operations

**Background**

- Experience in end-to-end planning, design, setting up, marketing, leasing, and operation of an Industrial & Logistics park
- MBA from premier institution with 8-10 years of experience in investment banking or strategy consulting
- International experience is a plus
- Entrepreneurial focus and drive is key to succeed
- Experience in setting up partnerships across companies or industry tie-ups is a plus