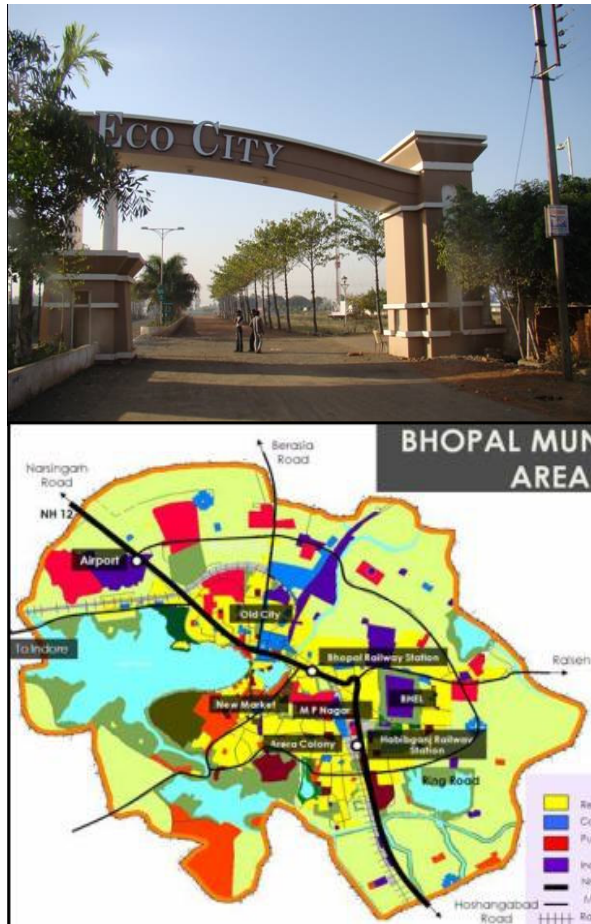


Embark Advisors Private Limited

Project Sheets

Feasibility study of Family Entertainment Centre at Bhopal



Client:

Aakriti Dwellings Pvt. Ltd.

Title:

Feasibility Study of Family Entertainment Centre (FEC) at Aakriti Eco City, Bhopal

Project Brief:

Client has developed a 40 acre township Aakriti Eco City in growth direction of Bhopal. Client intends to develop FEC within this project and sought our professional advise on technical and financial feasibility of FEC. It was important since competition has already taken lead in retail projects and large investment is at stake.

Range of services:

- Assessment of macro market scenario in Bhopal.
- Primary and Secondary questionnaire based surveys to ascertain the local demand and preferences.
- Competition bench marking and analysis
- Development of product mix for FEC.
- Project costing and pricing
- Financial Modeling and sensitivity analysis
- Development recommendations
- Marketing recommendations.

Study on Financial Feasibility of planning norms for low income housing /slums



**National Resource Centre
Of Ministry of housing and Poverty
Alleviation, Govt. of India**

Title: Study on Financial Feasibility of planning norms for low income housing /slums.

Client: National Resource Centre of Ministry of Housing and Urban Poverty Alleviation, Gol.

Project Brief:

Embark Advisors has been appointed for this critical market analysis of planning norms and to test its effectiveness is faster stock addition for EWS housing. The NRC expects us to make concrete proposals for amendment in planning norms so that private sector can be attracted towards EWS housing thereby helping achieve the targets of Rajiv Awas Yojana. This study is being conducted for Mumbai, Indore, Raipur and Jhnsasi.

Range of services:

- Review of existing framework for planning norms for EWS housing.
- Assessment of bottlenecks and market expectations for this EWS segments.
- Suggest viable changes and alternates.
- Financial Modeling and sensitivity analysis for alternate scenario of planning norms to show its effectiveness.
- Recommendations

Impact assessment of NREGA on sustainable asset creation and livelihood



**UNDP - Ministry of Rural Development,
Govt. of India**



सत्यमेव जयते

Title: Impact Assessment of NREGA on Sustainable Asset Creation and livelihood

Client: UNDP - Ministry of Rural Development, Govt.

Project Brief:

Embark Advisors and IDYWC has been appointed for impact assessment of quality and sustainability of assets being created under NREGA program and its impact on livelihood in short and medium term. This study is being conducted in two states i.e. Madhya Pradesh and Rajasthan. Four districts has been selected which are under NREGA since beginning.

Range of services:

- Review the program implementation and planning framework for NREGA.
- Review of asset creation till now, its quality, long-term value and process of selection of work
- Creation of assessment tool for the village community.
- Valuation of asset vis-à-vis investment.
- Qualitative assessment of improvement in life of households.
- Recommendations

Strategic Advisory on growth opportunities, market dynamics and deal structuring



Title: Strategic Advisory on growth opportunities, market dynamics and deal structuring

Client: The Surendra Constructions, Bilaspur.

Project Brief:

The client is an emerging construction company which is under operations for last six years. The company is now entering other segments of real estate business and needs judicious use of capital, selection of projects and expansion strategy to survive the competition and achieve desired growth. Embark Advisors is working with the client as its strategy team on retainer basis for twelve months.

Range of services:

- Review the existing business portfolio and land assets
- Undertake market analysis of each of land parcels and design a product mix for them.
- Competition scan in Bilaspur for next ten years.
- Asset allocation for different asset classes and detailed execution strategy.
- Portfolio valuation and strategy for PE investment at entity level.
- Advisory on case to case basis on various business issues.