



MAMS iTEK Nucleus & Walk 2 Work

Introduction

Telangana has emerged as the top performer of India in a very short span under the leadership of its Father of State Hon. Shri K Chandrasekhara Rao Garu and its great infrastructure and Technology & Industrial expansion is taking place under the dynamic leadership of Hon. Shri Kt Rama Rao Garu, The Hon Min. for IT, MAUD & Industries. The key factor for this has been an out of box thinking of the leadership and constant exploration of newer concepts while encouraging promoters & investors to think differently and productively. While in Most states the Administration becomes a major hurdle, TS Administration is the biggest facilitator for progress.

Continuing their ethos & divergent thinking, we at MAMS Group have a firm intent to embark upon development of a bustling Information Technology Tower/ infrastructure and create a self-sustaining LIFE HUB with an ideal combination of work, business and living that creates a judicial balance for a holistic ambience. In line with global practices, we view this exercise as an extended ecosystem and not just an IT Zone.

Our Vision is. while focussing on creating an IT Centred Work Zone, to create an ecosystem of diverse development and bring to the fringe of Old City, a Modern Hub of a Dynamic Living and Commercial Downtown that is unique and a very FIRST for this region. To create a new Downtown, a new commercial and living address for old city.

The idea will inspire entrepreneurship, enhance capacity of the work populace as well as lend a modern, life- standard raising ambience with an access to a new horizon in Malakpet-Musarambagh, elevating the skyline of South Hyderabad.

The Core objective is to partner the State Government in a Work Access zone, create jobs, business, usher in global audience from the West & Middle East (GCC) and also create a Life Hub that enables a composite living standard to its users.

Strategy

Creating an IT Infrastructure for cross functional usage, Modern Ready to Use Offices and Plug n Play Areas for budding entrepreneurs to major corporates that may find these infrastructures more affordable and tap the vast numbers of A, B & C Tier companies that are waiting to move in to Hyderabad. Simultaneously looking at meeting the avowed objectives of the Hon. Minister of IT, Shri KT Rama Rao Garu, to expand the IT Grid & bring Jobs and Work closer to Home of the work populace thus creating real and accessible jobs.

This infrastructure will also aid in the make-over of the old city and carry the transformational tryst with the destiny of the newest and fastest growing state of Telangana in the country.

Our motto behind creating This ITEK Park is to help users find the perfect address to establish their IT/ITES Offices & Work Spaces.

This infrastructure will be used for Offshore Development, Software Development, Research Center, Incubators, Backoffice Operations and Innovation Center. While Designing the This ITEK Park the promoters paid careful attention to meet today's needs of large floor plates, adequate parking, large column free spans, clean efficient design and high ceilings, with lush green campus environment and other support services under one roof, in an environment friendly building

Concept Overview

The Concept of "The iTek Nucleus Tower" at Malakpet is inspired from the meaning of Telangana which refers to "Trilinga Desa" a focal of three holy places. The tower shall denote as the connecting point for the North, East and West with South that shall emerge as a Nucleus for the IT Grid of the State.



Our Vision

"The Cardinal Principle underlying all our projects is to forge a cohesive blend with the community horizons while upraising the value to the region and its populace. Embarking on a similar vision, iTek Nucleus will change the skyline of the area, creating a footprint for growth."

Project Outline

Our Scope is to Design, Build, Finance, Transfer TSIIC Share, Sell, Operate & Maintain a Freehold Property JVA Project of an IT Tower based commercial downtown and a Socially Impactful Walk to Work Living Hub spread over a total area of approx. 10.35 Acres in MusaramBagh / Malakpet Colony in two parcels of 4.35 & 6.0 Acres.

The Idea behind a Real-Time creation of a Unique IT led commercial Downtown in Hyderabad at the MALAKPET COLONY/ MUSARAMBAGH zone is to facilitate the Hybrid Work Environment that is the top trend in the country.

Today, Hyderabad is at the next level of emergence with Dynamic and high level start up eco systems in various sectors of technology and innovation which has increased people migration in the state.

Socio Impact Development

We will Create an integrated WALK TO WORK LIFE HUB with a proximal Residential Zone for access to the IT Tower employees and also build a new Social Horizon for the entire area by creating a thriving LIFE HUB with almost over a Million Square feet of a new Skyline for the community with an amazing Social Horizon Impact. And Promote a Walk to Work Proximity to Workers amidst decent and uplifted dwellings.

This New Commercial Downtown around the idea of Creating a New Benchmark to a Commercial Downtown for the Southern Hyderabad especially the Old City. It will be impactful in the following ways

- Increase in Employment
- Access to Incubators
- Digital Empowerment
- Regional Growth
- Economic Opportunity with Diversity
- Downtown Commercial propulsion to Businesses by giving them a new Address
- Outreach to the Heritage and Culture of Old City
- Easy Access to all regions of the State
- Reduced time of Travel for work



iTEK Nucleus - Demand Drivers

Hyderabad has set on course a vibrant Entrepreneurship driven culture that has seen the rise in startup fueled with Mega-players like T-Hub, there is a demand need for a well-managed, ready to use, plug & Play infrastructure and an affordable space compared to the hotspots of IT GRID in the west Hyderabad.

The need for fresh approaches to an ENTREPRENEUR HUB, leading to a capacity building infrastructure driven by dynamic Policy support and PPP flavored projects to boost employment & Business leadership of the emerging Tycoons among Indian states-Telangana.

In the post-Covid world, the flex space segment is expected to grow and be a mainstream occupier segment with operator-landlord partnerships creating superior office assets.

"One of the highlights of the post Covid world has been the recovery of the office segment and this segment is expected to grow to over 1 billion sq ft in size by 2026 across seven cities which includes Delhi, Mumbai, Pune, Chennai, Kolkata, Bangalore, and Hyderabad," said Sandeep Runwal, President, NAREDCO Maharashtra & MD, Runwal Developers.

"Today, the biggest occupiers of managed offices are unicorns. Pre-pandemic, the bulk of the absorption of our spaces was led by MNCs, large enterprises, and offshore development centers, followed by startups,"

Companies like SIMPLIFY and INDIQUBE are registering 30% half-yearly growths in Managed workspaces from Unicorns & Decacorns etc.

According to industry experts, an increase in technology adoption, rise of fintech and edtech players, a booming funding landscape, and a rapid increase in hiring have all played a key role in driving growth.

The flexible office operators are also seeing multiple orders for 1,000 plus seats, compared to an average of 500 seats before the pandemic. Smartworks has leased around 1 million sq ft in existing and upcoming facilities and expects the number to double in the

coming quarters, with demand from unicorns and established startups at an all-time high.

The office real estate segment in India is one of the fastest to recover from the impact of the pandemic and the market across top seven cities including Hyderabad, is likely to touch 1.2 billion sq ft by 2030 and based on the current pricing it will be valued at \$165 billion, said a JLL India report.

Given the growth dynamics, India's Grade A office market across the top seven cities is poised to grow to over 1 billion sq. ft in size by 2026 and touch 1.2 billion sq ft by 2030. India, led by the fastest growing city of Hyderabad, will continue to remain the leader in technology outsourcing and will build on its gains as the biggest R&D and Global Capability Centre hub across financial services, software development, new technology, artificial intelligence, and machine learning," as per JLL.





The ratings agency emphasizes on cash flow measures for assigning credit ratings to real estate players. With accelerated sales and collections, completed and advanced stages of inventory and significant deleveraging in the past few years, there has been an improvement in the operational cash flow, and liquidity ratio is likely to remain robust at 2.4x-2.9x for tier I players over FY22-players.

Office space leasing in India grows 97% Y-o-Y to about 11.4 million sq. ft. in Q1 2022 with Bangalore, Chennai and Delhi-NCR accounting for two-thirds of transaction activity, according to a report by CBRE South Asia.

The report said that technology corporates drove leasing with a share of about 34%, followed by BFSI firms (17%), flexible space operators (13%), engineering & manufacturing (12%) and research, consulting & analytics (11%) firms.

Investments into these segments and the the market capitalization of listed REITs that stood at \$8 – 10 billion currently is expected to

grow manifold with the specialized REITs market developing in the next few years for these segmental investments

With an increased focus on wellness, user experience and sustainability, occupiers are expected to demand more sophisticated and enhanced real estate offerings something iTEK NUCLUES will offer- "As economic recovery continues to gain momentum, we expect the increase in leasing activity to bring a new focus on large-sized and high-quality buildings by developers to differentiate their assets and attract occupiers,"

The project is designed with smaller floor plate areas with the reach that highlighted that office space take-up was driven by small- (less than 10,000 sq. ft) to medium-sized (10,000-50,000 sq. ft.) transactions with a share of around 84%.

Keeping in view the Above, a judicious mix of State infrastructure to boost key companies on moderately priced leasing, Top end infrastructural potential, ready plug n play offices combined with dynamic Commercial arena with Business Residences/Service Apartments for the iTEK NUCLUES TOWER with Trending Brands and Food Court and facilities in the Ground floor.

This makes the project stand out in the area as a new address of a thriving Commercial Downtown driven by solid market reality and trends- Backed by the States Solid Policies and Practices.

Walk to Work Life Hub

— Living Spaces

Traditionally the work force coming from various cities of Andhra Pradesh have settled in the Southern-Eastern Corridors of Hyderabad. The location of our Project Site is in proximity to one of the largest workforces living areas namely, Dilsukhnagar, LB Nagar, Vanasthalipuram, State Bank Colony, etc.

There is a driving need for companies to focus on their core work, increase employee productivity, cut costs, be more flexible, and make it easier to hire the best people by being in the right places in the right cities. They prefer a proximity of the workspace and the living space to avoid exposures and in post pandemic scenario, proximal living is better than work from home and thrives on a Walk to Work paradigm.



Between adapting to the pandemic's impact, industry issues and government policies, the Indian real estate sector is expecting a robust end-user demand in 2022-23. The steady performance and quick revival during the last financial year have likely helped the sector regain buyer's trust.

The ratings agency expects the housing growth momentum to continue the back of a strong demand in 2022-23. It expects that housing sales to rise around 12% on-year in 2022-23. In 2021-22, for the top eight real estate clusters, housing sales increased 42% from a year ago on a pandemic-impacted lower base. In 2022-23, Ind-Ra expects established and trusted developers to witness better sales, and affordable housing segments to continue to claim around 50% share of the total sales.

Real estate buyers are benefiting in terms of savings in mortgage costs. A low mortgage rate accompanied by a rising income level in most of the sectors mainly IT/ITES, BFSI, pharma has led to improved affordability in the market.

Housing demand has significantly increased with a substantial push from millennials. India is home to over 400 million millennials, comprising one-third of the total population and 46% of the total workforce, which keep on increasing year on year.

Renewals, renegotiations, and the addition of flexibility options are likely to be the focus of occupiers in the short term. CBRE expects to see clearer evidence emerging in any corporates' intended to shift towards hybrid

working policies, with several occupiers planning to implement policies allowing office-based working with the option amidst a proximal living mandate.

There is a high influx of immigrant population into Hyderabad every year.

The total millennial population has increased by 60 million over the past 10 years. This generation used to mostly opt for rented houses, but the preference has changed due to the worldwide disruption caused by the COVID-19 pandemic. The narrowing of gap between rental yield and interest rate, which is a primary criterion for first-time home buyers, is influencing buying decisions. They are opting to buy Walk to Work type of assets that ensure their living and quality of life adding stability and prosperity.

While the above macro factors drive the business logic for the Walk to Work Life hub, The Location is an ideally located and remarkably situated area, technically in South Hyderabad but on the fringes/(off the banks) of the National Highway NH44 that goes to Vijayawada and is the Spinal cord of growth, diversity and growth for one of the largest work forces in the Zone of the project lending access to a dynamically large work force of IT Workers as the talent form Andhra Pradesh's various cities dwells in high density in the areas of LB Nagar, Dilsukhnagar, Vanasthalipuram, Saleem Nagar, SB Colony, Musarambagh etc. This will be a straight draw into the work matrix leading a ready market for the Walk to Work Life Hub.



Project Rationale

Indians have been the largest work force of the Information Technology services & Software development growth in the USA. Significant majority of IT Workers & Technology Workers are from the erstwhile combined state of Andhra Pradesh with its fulcrum being the dynamic capacity building and hands on work centers in Hyderabad.

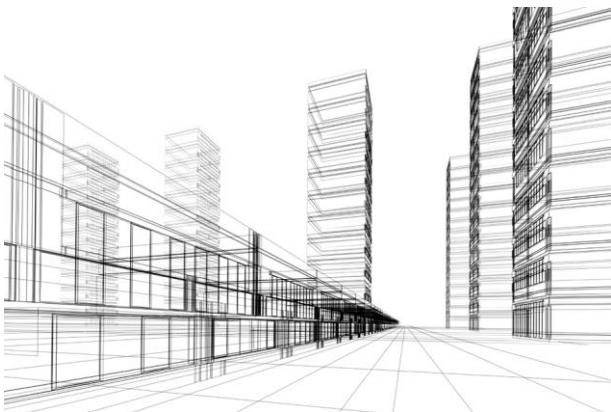
Hyderabad has been a driving force for supply of quality work force the large MNC across the west and the world. This has attracted the Biggest of the World companies to come and set their Head Quarters and Business /Development Centres in Hyderabad leading with Microsoft, Facebook/ META, Google, Amazon, JP Morgan, ADAMA, and many more. Hyderabad has been voted as the " BEST CITY TO LIVE IN THE WORLD " and driven by the Telangana's sterling leadership & quality of administration, Hyderabad has seen the following achievements:

Project Positioning

The State's outlook with its new advancing policies such as ICT2 etc., the objective is to spread the Technology growth and infrastructure and to cater to a geo-economic region that is on the fringes of an amazing large work force and close to a most developed infrastructures and services.

MAMS ITEK NUCLEUS Tower has been designed with the partnership of the TS Government who is giving the land on a Joint Venture Basis. This will offer close to a million square feet of IT& Commercial space to the business communities and corporates. Built over Ground and 4 podiums and 26 floors, it will stand as a Goliath in the skyline of the zone.

In order to blend a new flavor to the regional horizon the Vision of the JV is to create a Walk to Work Life hub of over one million square feet of Living Spaces in vertical structures.



Project Structure and Process

The Project has evolved from a Public Private Partnership to a JV Model for the ease of Investors entry and exit criteria.

PPP – Private Public Partnership Via JOINT VENTURE

- The Soul of this Partnership is JV with TSIIC is the spirit of Public Private Partnership where the investors don't have to pay for the land in any form and the government does most of the Development work. Also, it carries many benefits to the Developers as well as the occupants of the infrastructure created.

Joint Venture

- This JV model is flexible and avoids cumbersome and long decision making / legislation process entailed in the strict PPP Model.
- It enables the corporation to decide quickly and independently.
- However, it is requested to keep on mind the PPP Mindset we have strategically as a preference and accordingly load the Fee or upfront payment structures to enable investment & ROI considerations for the Developer/Promoter.
- Hence, for the ease of doing Business, we have adopted the JV model.

Site Controls



- Famous landmarks like the Hyderabad Race Club and the Tall TV Tower standing 600 feet or approx. 56 meters tall thereby making height approval easier for our MAMS iTEK Nucleus Tower
- One of the densest municipalities of India with wide range of human manpower available at all levels.
- Available Major commercial areas that can be harnessed as a feeder area for commercial arenas of our Tower from LB NAGAR, Saleem Nagar, Dilsukhnagar, SBI Colony, Akbar Bagh, Saidabad, Malakpet, Amberpet etc.

Presently the land parcel identified is in Malakpet sprawled over more than 62 acres under the department of R&B. Initially 10.35 acres is being envisaged for development of the Tech Park as the first Phase. This would be a MEGA project as per definition

- More than 40 healthcare infrastructures
- More than 10 famous educational Institutions
- A hub for educational Pursuits
- Top class Hospitals
- The Best of Old City Biryani & Food Brands of Hyderabad
- Peacefully co existing mixed communities
- On the nerve of the most important NH44 which is the nerve center for business and human access to Andhra and further East & South Indian markets



Location

New Malakpet

Area

R&B Quarters

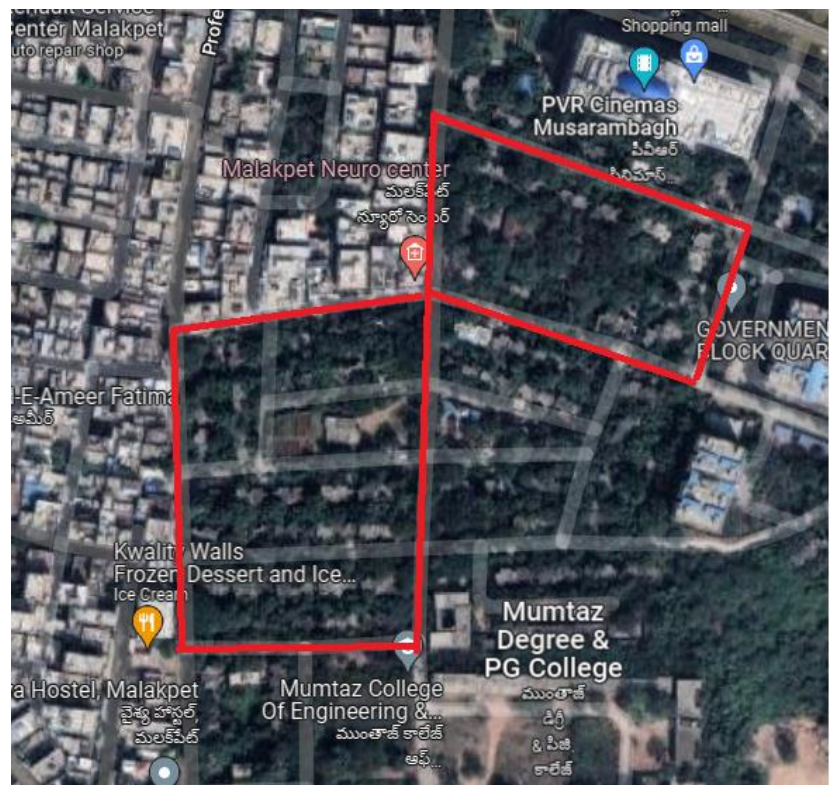
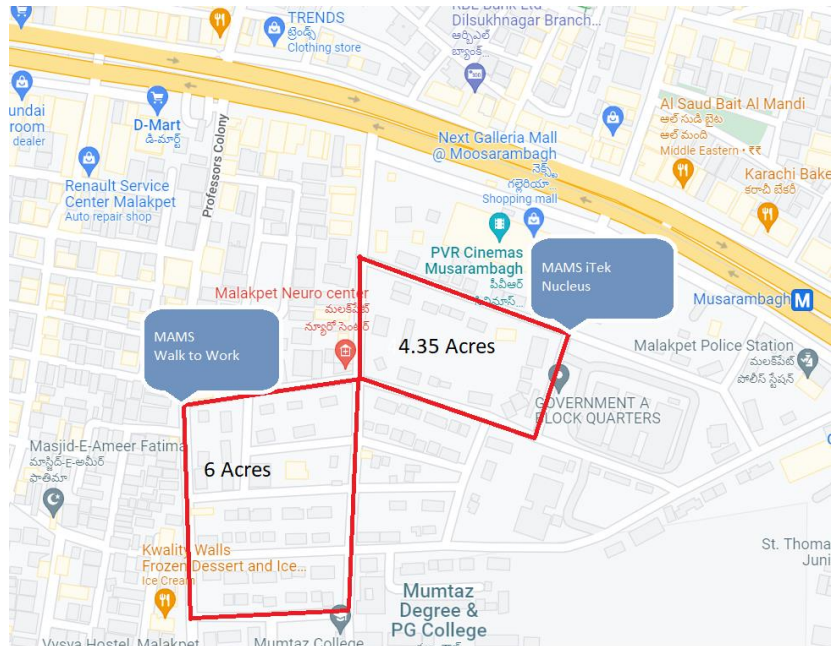
Musarambagh

Accessibility

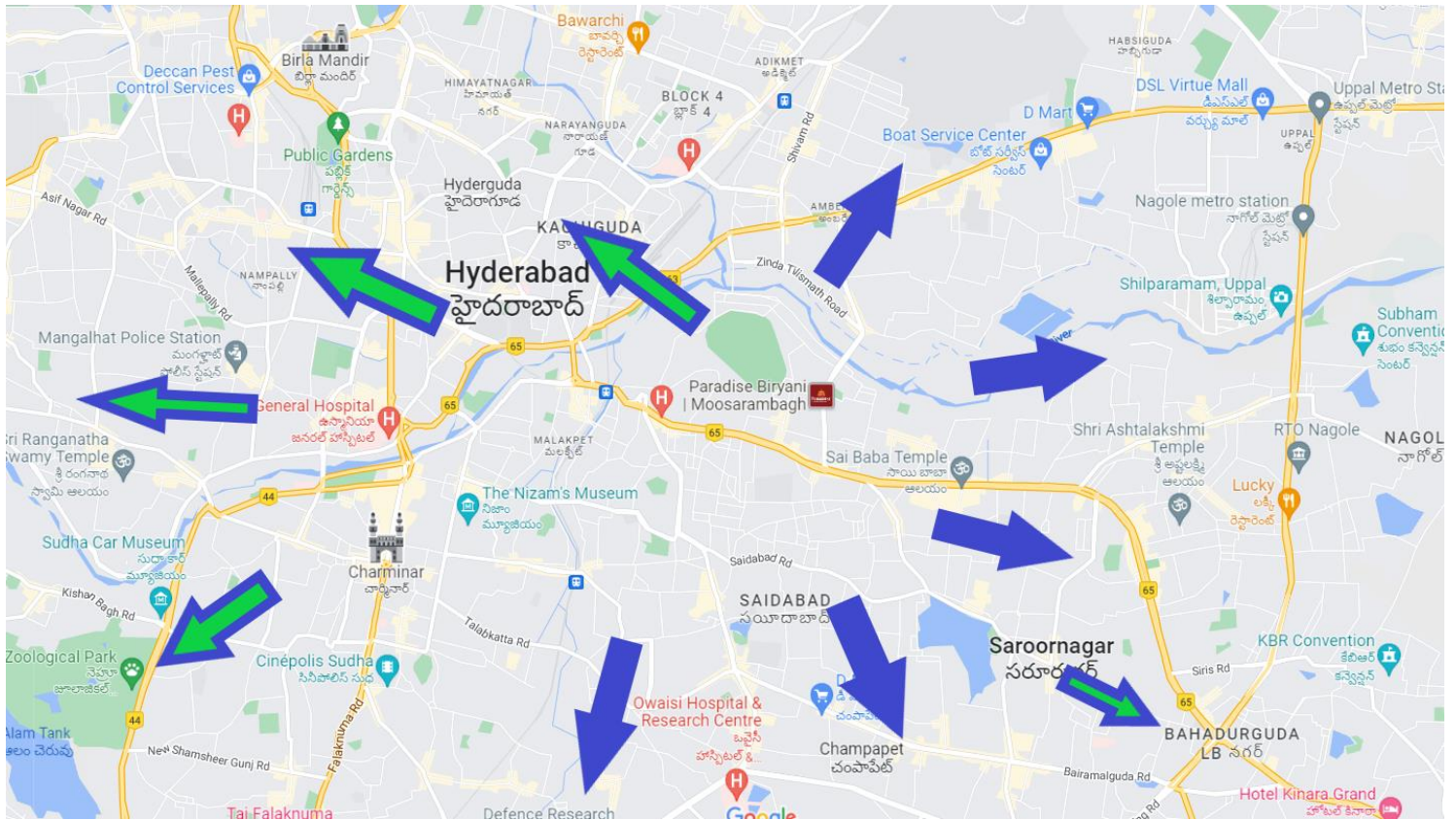
L&T Metro Rail – 200
Meters

Landmark

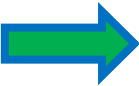
Behind L&T Mall



Development Corridors



EXISTING DEVELOPED CORRIDORS OF RESIDENTIAL HOUSING



EXISTING DEVELOPED CORRIDORS OF COMMERCIAL ESTABLISHMENTS

SYNOPSIS – iTEK Nucleus OVERVIEW

iTek Nucleus bears the below details of Land Area, Proposed Development Area
and total area of constructions in Square Feet

Commercial	Acres	Sq Yards	Sq feet
	4.35	21054	189486

Commercial Tower B+5P+G+26				
	MAMS	TSIC	Shared	Total
Plug N Play	62074	310371	0	372445
Floors				26
Warm Shell	497,292	31037	31037	559366
BUA	559366	341408	31037	931811
Parking				614954
Tot Lots				18730
Amenities				
Total BUA	931811			
Our Share	559366			
Shared Space	31037			
Super BUA	30%			
Saleable Parking	369182			
Parking Total	750			

Note: Estimates provided above are preliminary and for understanding of the Project schematics

B- Basement, P – Podium, G - Ground

SYNOPSIS – Walk2Work OVERVIEW

Walk2Work bears the below details of Land Area, Proposed Development Area and total area of constructions in Square Feet

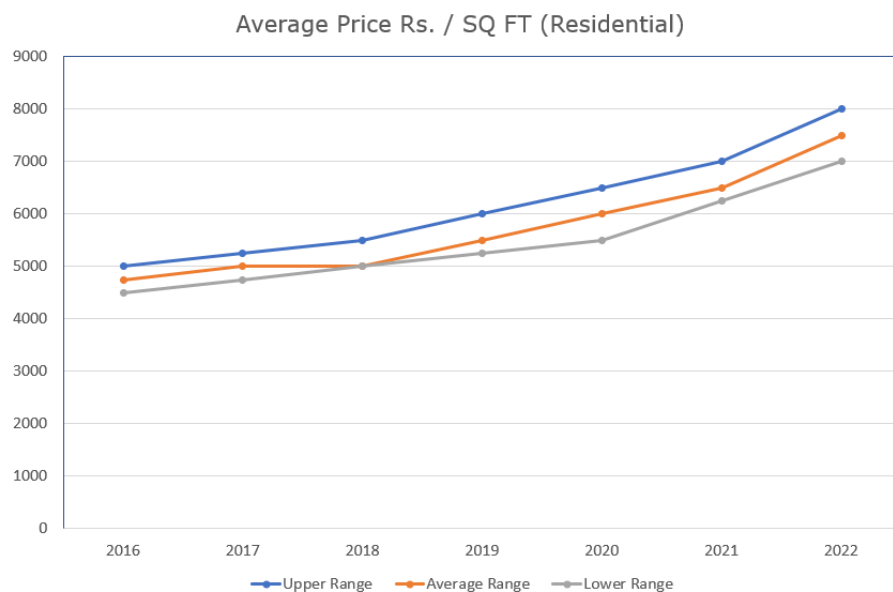
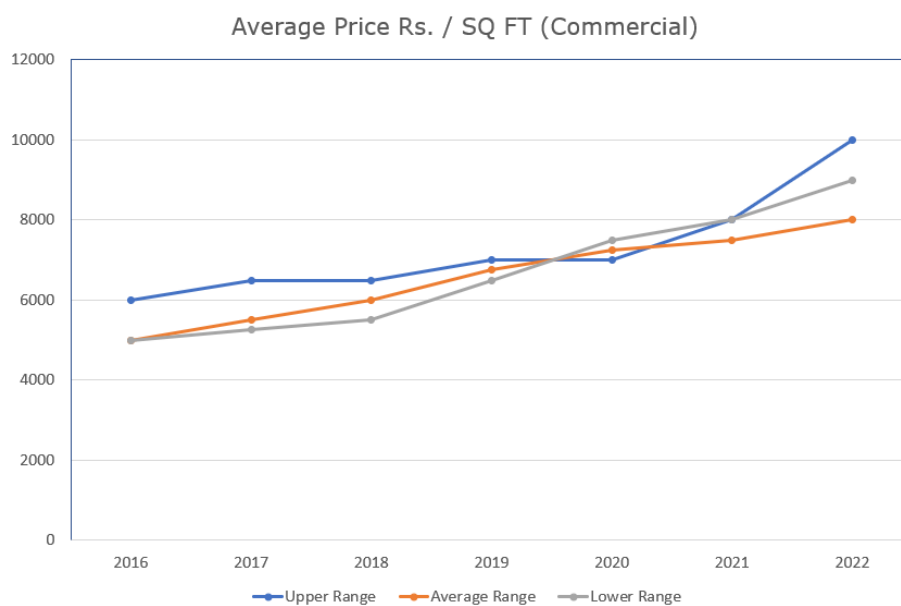
Residential	Acres	Sq Yards	Sq feet
	6	29040	261360

WALK TO WORK LIFE HUB B+P+13					
		Tower A	Tower B	Tower C	Total
FLOORS		13	13	15	13
3 Bhk	195	15	15	8	
Area	1410	195	195	120	510
2 Bhk	104	8	8	2	
Area	980	104	104	30	238
	Units	299	299	150	748
Total	SFT	376870	376870	198600	952340
Add space					
Amenities	Min 3%				36134
Tot Lots	10% land				26136
Parking 33%					
Cellar		171384			171384
Stilt		48201	80106	80106	208413
Parking total	1000				379797

Note: Estimates provided above are preliminary and for understanding of the Project schematics

B- Basement, P – Podium, G - Ground

Price Trends /Macro Market



Location specific Market Trends

Property Types & Prices	Akbarbagh Hyderabad	New Sayeedabagh Hyderabad	Tirumala Hill Colony Hyderabad
Average Rate (For flats)	6500 per sqft ↑ 8% in last 6 months	6500 per sqft ↑ 5% in last 6 months	7000 per sqft ↑ 7% in last 6 months
Properties Available	1 BHK Flats 35 Lac 2 BHK Flats 50 Lac – 65 Lac 3 BHK Flats 70 Lac – 1.02 Cr	1 BHK Flats 35 Lac 2 BHK Flats 55 Lac – 65 Lac 3 BHK Flats 75 Lac – 1 Cr	1 BHK Flats 35 Lac 2 BHK Flats 55 Lac – 60 Lac 3 BHK Flats 70 Lac – 90 Lac

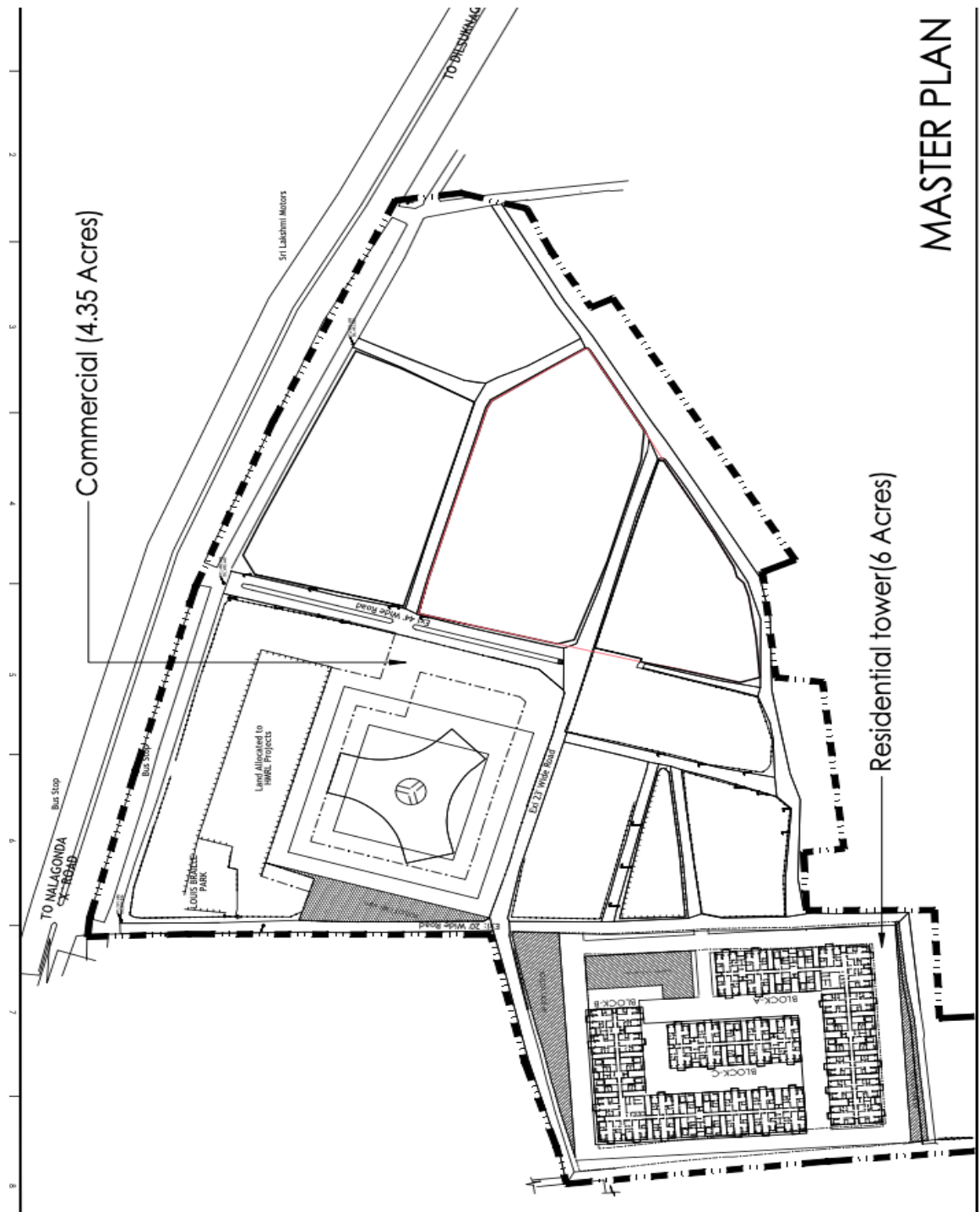
Conceptual Design & Sketches iTek Nucleus



Conceptual Design & Sketches Walk2Work



Master Plan Layout – iTek Nucleus & Walk2Work



RESIDENTIAL TOWERS

