



Strawberry Star  
GROUP



The Fresh Side  
of Real Estate

CAPITAL | DEVELOPMENT | ACQUISITIONS | HOMES | SALES | LETTINGS & MANAGEMENT | ASSET MANAGEMENT



We provide a fresh approach to real estate, focused on simplicity, quality, trust and performance. With so many different parties needed to successfully invest in property, it is essential to ensure that you work with quality people.

Our end-to-end service provides a 'one-stop' property solution, meaning we can guarantee quality and market leading performance, along with fulfilling our commitment to providing an exceptional service to everyone involved.

Strawberry Star Group, established in 2007, is an international property company specialising in Capital, Acquisitions, Development, Homes, Sales, Lettings & Management and Asset Management of London property to local and international investors.

Founded by Santhosh Gowda, a born entrepreneur with over 27 years of rich experience in leading international property markets, Strawberry Star Group is a provider of high quality property services. We have an outstanding track record of delivering market-leading returns while mitigating the risks of real estate investment. In the last 10 years, we facilitated close to £1 billion in aggregate property investments.

With a strong local presence in London, and an office in Singapore, we pride ourselves on our strong relationships with investors, local authorities, leading agents and world-class consultants.

-  One-stop service provider for the entire spectrum of real estate investment
-  Effective system & process coupled with experienced and skilled leadership
-  Ability to identify great opportunities for our customers & take them through the whole process
-  Excellent due diligence & risk management systems
-  Tight cost control & financial management enabling increase in protection of profit margins
-  Transparency at every level
-  Efficient reporting systems

In the last 10 years we have facilitated close to £1 billion in aggregate property investments.

## END-TO-END APPROACH

### Capital

- Investment advisory to source opportunities through networks
- Fund Management & Risk Reporting
- Securing debts through proven borrowing policy
- Raising equity or debt investments from Singapore
- Identifying joint venture partners and Investment Management

### Acquisitions

- Structuring of investments for investors with diverse portfolio
- Due diligence & underwriting of London schemes
- De-risking acquisitions through consortium of investors
- Negotiating with investors & developers to structure deals
- Proven ability to work with stakeholders

### Homes

- Building quality homes at lower capital values
- Innovative construction technology
- Homes that benefit from fast transport links to central London and business hubs
- Research team to provide market intelligence
- 4,000+ residential units over the next five years

### Development

- Identifying land opportunities
- Comprehensive development appraisal
- Acquiring sites with or without planning consent
- Appointing team of consultants
- Project Management for effective scheme delivery

### Sales

- End-to-end offer for overseas buyers and local landlords
- Proven track record in successful sales
- Industry Best Practices
- Assured return on investment
- Ongoing re-sales for investment purchasers

### Lettings & Management

- Experienced market-leading teams
- Transparency at the core of every transaction
- Association of Residential Lettings Agents (ARLA) qualified staff in each branch
- Competitive fee structure
- Significant value addition for landlords and tenants

### Asset Management

- Managing property & providing property management service
- Administering/overseeing contracts
- Carrying out inspections
- Opening and operating client bank accounts
- Maintaining records of events



£1bn

IN AGGREGATE  
INVESTMENT

800+

PROPERTIES SOLD

500,000+

SQ FT ACQUIRED  
TO DATE

## STRAWBERRY STAR UK PROPERTY FUND

- £25 million Development Fund launched by Strawberry Star Capital Ltd in 2015
- Fund marketed in the Middle East and the Far East
- Targeted high-value development opportunities in residential and commercial real estate markets in London's 'outer core'
- Second round of funding established
- Second Fund to focus on our unique Housing concept – aimed at first-time home-buyers to provide quality housing at lower capital values

## STRAWBERRY STAR REAL ESTATE PCC LTD

- Innovative Investment Structure with an Institutional Approach – £40 million set up in 2017
- Listed on The International Stock Exchange, Guernsey, a responsive listing facility for international companies to raise capital from investors based around the globe
- Deployed in the London housing market to acquire sites for development schemes & build quality homes at lower capital values for home buyers
- Fund Strawberry Star schemes in London commuter belts

### TRANSPARENCY & ACCOUNTABILITY

- Standard protocols and proven practices for effective project delivery
- Systems & Processes are highly fool-proof to ensure transparency and accountability
- Fixed Procedures to ensure Financial & Operational discipline at every level from project evaluation to completion
- Feasibility study, including options, appraisals, objectives, project costs, fees, equipment, and other mandatory requirements

### STANDARD GOVERNANCE

- Project Objectives are SMART (Specific Measurable Achievable Realistic Time)
- Accurate appraisal process with scope for regular updates on uncertainties, risks and funding
- Value engineering process - All projects whether with planning or not, undergo a thorough review. The search is for additional saleable area, reduction in redundant space and identifying logical efficiencies to reduce cost
- Proven Procurement Policy involving Quotations, Purchase Orders, Approvals, Appraisal and Financial Team inclusion

### PROJECT STANDARDS

- Project Execution Plan to outline strategies, policies, responsibilities and procedures for core control
- Project Cost Management Documents for monitoring, management and reporting of costs against the available budget
- Master Programme to identify a project's major work items and their planned durations; Risk Management Register to evolve concise framework for review and resolution of risks
- Incorporates Sustainable development objectives & targets to build environment-friendly homes
- Full compliance with Health and Safety legislation

## OUR INVOLVEMENT IN PRESTIGIOUS PROJECTS



### HOOLA, LONDON ROYAL DOCKS, E16

**Area:** Royal Victoria Docks **Architect:** CZWG  
**Total Units:** 360 Apartments + Commercial  
**Size:** 278,088 sq ft  
**Acquisition Value:** £156.6 million

Rippling glass balconies surround these two virtually identical 23 and 24 storey residential towers, adding a powerful dynamic to their already soft and fluid plan forms. They sit upon a landscaped hill, commanding 360 degree views over the Royal Docks, the Thames, O2 Arena, the Olympic Park, the skyline vista of Canary Wharf and the City of London.



### HAWKER BUILDING, NINE ELMS, SW8

**Area:** Nine Elms, SW8  
**Architect:** Rogers Stirk Harbour + Partners  
**Total Units:** 33 Apartments **Size:** 24,271sq ft  
**Acquisition Value:** £18.1 million

Amongst the most glamorous riverside developments, Chelsea Bridge Wharf has a long-established reputation as one of London's finest places to live. Within a close walk to the desirable Sloane Square and the prestigious area of Knightsbridge. It has become a prestigious address for people wishing for a cosmopolitan life.



### SKY GARDENS, NINE ELMS, SW8

**Area:** Nine Elms **Architect:** Amin Taha & Carey Jones  
**Total Units:** 196 Apartments + Commercial  
**Size:** 161,190 sq ft  
**Acquisition Value:** £131.6 million

A landmark collection of private apartments with enclosed gardens high above the capital; it is a breathtaking statement of contemporary urban living. Sky Gardens is located in one of London's best-connected and emerging riverside neighbourhoods.



### EMBASSY GARDENS, NINE ELMS, SW8

**Area:** Nine Elms, SW8  
**Architect:** HAL Architects  
**Total Units:** 30 Apartments **Size:** 29,240 sq ft  
**Acquisition Value:** £26.7 million

Embassy Gardens is London's new diplomatic precinct on the riverside, the residential and commercial centrepiece of the Nine Elms Regeneration area. With multiple embassies relocating to this area - one of the most ambitious urban rejuvenation plans in London's history, has become highly successful. It is considered as one of the finest projects in London property market.



### RIVERLIGHT, NINE ELMS, SW8

**Area:** Nine Elms  
**Architect:** Rogers Stirk Harbour + Partners  
**Total Units:** 40 Apartments **Size:** 39,401 sq ft  
**Acquisition Value:** £39.5 million

An architectural classic of the future, Riverlight is a family of six modern and elegant pavilions rising in height and with north-south orientation thoughtfully designed according to its riverside location.



### ABP LONDON, ROYAL ALBERT DOCK, E16

**Area:** Royal Albert Docks  
**Total Units:** Bulk purchase of 5 buildings  
**Size:** 100,000 sq ft (office & retail space)  
**Acquisition Value:** £50 million

ABP, will be a new gateway to Europe for Asian businesses and a new business heart for London. The development is spread over 4.6 million sq ft and six phases. ABP will be one among the flagship acquisitions done by Strawberry Star along with Hoola and Sky Gardens.

## OUR ONGOING PROJECTS



### BRONZE

Area: Buckhold Road, Wandsworth, SW18

Total Units: 77 Apartments

Estimated Completion: Q4 2019

Planning Design by Rolfe Judd;

Construction Design by ACG – Ayre Chamberlain Gaunt

Our £50 million scheme at Buckhold Road is the crowning glory not only of the Wandsworth Business Village but of Wandsworth itself. A 20-storeyed bronze clad tower with many units commanding views across the park and on to Central London.

Bronze fits with the theme of the lighting/lamp industrial heritage of the local area, but with a modern, more abstract appeal with its name reflecting the fantastic colour of the building's cladding.

With excellent public transport links, Wandsworth is well situated for getting into and around the centre of London. The development is located a 12-minutes-walk from Wandsworth Town station, 16-minutes-walk to the East Putney Tube station, 49 minutes by Tube to Canary Wharf and 38 minutes to Oxford Street in the West End. Wandsworth is a popular residential area and Bronze offers stunning views over King George's Park.

Home to central London's biggest regeneration area – on the South Bank – a multi-billion-pound investment programme is transforming this largely industrial district of Wandsworth into a brand new residential and business quarter. Several transformational large scale residential schemes have been undertaken over the last 10 years, particularly, the River Thames, 0.5 km to the north.

Many areas of London have gone through a period of regeneration, but none has done as well as Wandsworth. The completion of Bronze will be part of this exciting regeneration.



### GREENVIEW COURT

Area: Southall, UB2

Total Units: 112 apartments

Estimated Completion: Q3 2020

Acquisition Value: £47+ million

An exceptional development offering brand new luxury apartments set amid multi-level roof gardens - minutes from forthcoming Crossrail connections across the Capital, Greenview Court is located on Merrick Road, Southall. The scheme has plenty to offer for both owner-occupiers, particularly first-time buyers, and investors.

Liverpool Street is just 24 mins away by Cross Rail while Bond Street and West End can be reached within 17 minutes. Given such direct and rapid rail access into the heart of the Capital, residents at Greenview Court will have London's greatest experiences and dynamic cultural landmarks seemingly on their doorstep.

Knightsbridge, Soho, Mayfair, Westminster, Covent Garden, Theatreland, ... so many names of such iconic status and all so easily accessible from Southall. Many of London's world-renowned universities and teaching institutions will also be within convenient proximity - adding further prestige to owning a new luxury apartment at Greenview Court.

The presence of Crossrail provides a further boost to investors in Greenview Court, as it has already shown a proven track record of initiating capital growth and increased house price values for properties within proximity of its stations - and in those at its operating fringes. The location of Greenview Court meets all the criteria for residents and investors to maximise on the Crossrail phenomena – both now and into the foreseeable future as regenerative growth continues to flourish along the Elizabeth line.



## LU2ON

Area: Luton, London commuter belt  
 Total Units: 685 apartments + 203-bedroom hotel  
 GDV: £240 million  
 Site: 6.9 acres  
 Construction: Spring 2019

Located close to the Luton Airport and just 23 minutes from St. Pancras Station, Central London, the upcoming scheme LU2ON is an ideal destination for first-time buyers, young families, London-based working professionals, local home-buyers, owner-occupiers, buy-to-let investors, landlords, and international buyers.

Luton's unrivalled combination of superb infrastructure, great access and a skilled workforce makes it one of the best opportunities for investments in property. It offers the best of both worlds – a modern town with excellent business opportunities and accommodation with great countryside on its doorstep, a wonderful place to live and work. A home in one of UK's fastest growing residential property markets means appreciation in capital values of assets.

As a London commuter belt town, Luton offers first-class infrastructure, with high-speed travel into Central London, easy access to the M1, M6 and M25 motorways, and, of course, Luton Airport, which offers connectivity to 30+ countries and 70 unique destinations across Europe, the Middle East and North Africa.

Luton was ranked No 1 among the top London commuter belts in 2018 with buyers increasingly preferring houses in this unique post code, which is home to vast green spaces and gardens.

Strawberry Star Homes, a new business vertical aimed at delivering homes at lower capital values, will undertake the development of LU2ON. The homes will feature a mix of traditional building techniques and elements of modular construction.

## KENTON ROAD

Area: Harrow, London  
 Total Units: 104  
 Acquisition Value: £10.8 million  
 GDV: £40 million  
 Site: 61,000 sq ft  
 Construction: 2020

Located in Harrow, North West London, the existing asset (building) on the busy Kenton Road is currently on rental lease till 2020. Subsequent to the expiry of the lease, the site will be developed into a residential scheme for new home buyers.

Kenton Road is ideally located for home buyers, as it is the main road in the London boroughs of Harrow and Brent. The property prices continue to rise on the road because of its excellent transportation links to many areas of London.

National Rail suburban rail station, which is served by the London Overground (Watford DC line) and the London Underground (Bakerloo line), is located in Kenton. The site can be reached by bus under 60 minutes from many areas of London. With multiple connectivity options, Kenton Road has emerged as a residential property hub for first-time buyers, owner-occupiers, London-based working professionals and landlords.

There are plenty of attractions in the neighbourhood, including the Safari Cinema, Harrow Museum, the SSE Arena and Roxeth Recreation Ground, all within proximity. The SSE Arena (Wembley) for sports is 2.3 miles away while the Neasden Temple (BAPS Sri Swaminarayan Mandir) is at a distance of 3.7 miles.

The Middlesex University (The Burroughs, Hendon) and The College of North West London (CNWL) are located equidistance (3.7 miles) from Kenton Road.

The price of properties on Kenton Road is rising year-on-year; the area offers good yield in rental income.

## ROAD AHEAD

- Acquire 3 to 4 Real Estate Projects per annum in London (Zones 2, 3 and 4) to build a 4,000 unit pipeline over the next 5 years
- Start development of large residential project in Outer Core London
- Build quality homes at lower capital values for first-time home-buyers
- Pioneer modular and prefabricated homes to reduce turn-around time and environmental impact
- Partner with ABP to fully realise the Royal Albert Dock Development Project
- Synchronise our goals with UK's government plans for inclusive housing



## UNIQUE SERVICES

- Our experienced teams provide unparalleled services that are professional, seamless and transparent
- Not only do we let and manage the properties, we advise our client when it is best to multiply an investment or alternatively to divest
- Services designed to maximise returns and minimise risks
- Process begins with identifying investment opportunity, engaging customer, initial purchase and a pre-completion service, moving through to Lettings facility and tenancy management, and finally to resale and exit
- Each customer will have a dedicated CRM team to support them from the beginning till the investment completion

## ICONIC PROJECTS



HOOLA, LONDON - ROYAL DOCKS, E16

- Foresaw tremendous potential for growth of capital values of the property in this region in view of the improving connectivity and new Asian business district
- Acquired the entire project from Developer
- To speed up the process, facilitated Development Fund for the Developers & appointed Management company and managed the Marketing Suite at site
- Successfully marketed project in UK & overseas
- Building management by Strawberry Star
- Apartments handed over during the last quarter of 2016 to owners, and the transition was successfully handled



SKY GARDENS - NINE ELMS, SW8

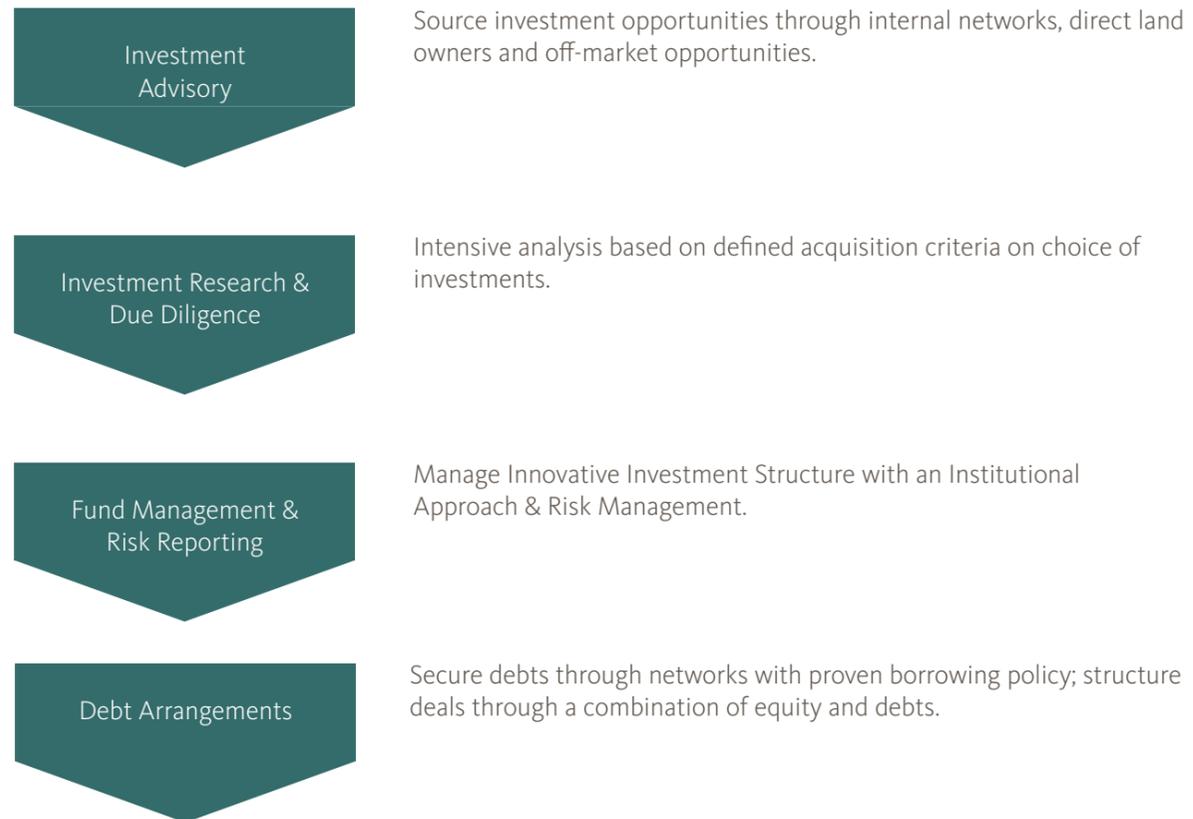
- Property values for Nine Elms are among the highest in London and the demand for quality homes is spurring growth
- Acquired the whole project from the Developer
- Maintained transparency in reporting the project status to all the stakeholders
- Worked closely with the Developer, Design team and Marketing consultants to create top class building finishes and Marketing collaterals
- Building management by Strawberry Star
- Successfully marketed project in UK & overseas
- Apartments were handed over to buyers during the last week of March/early April 2017
- Work in progress to identify investors for the retail portion



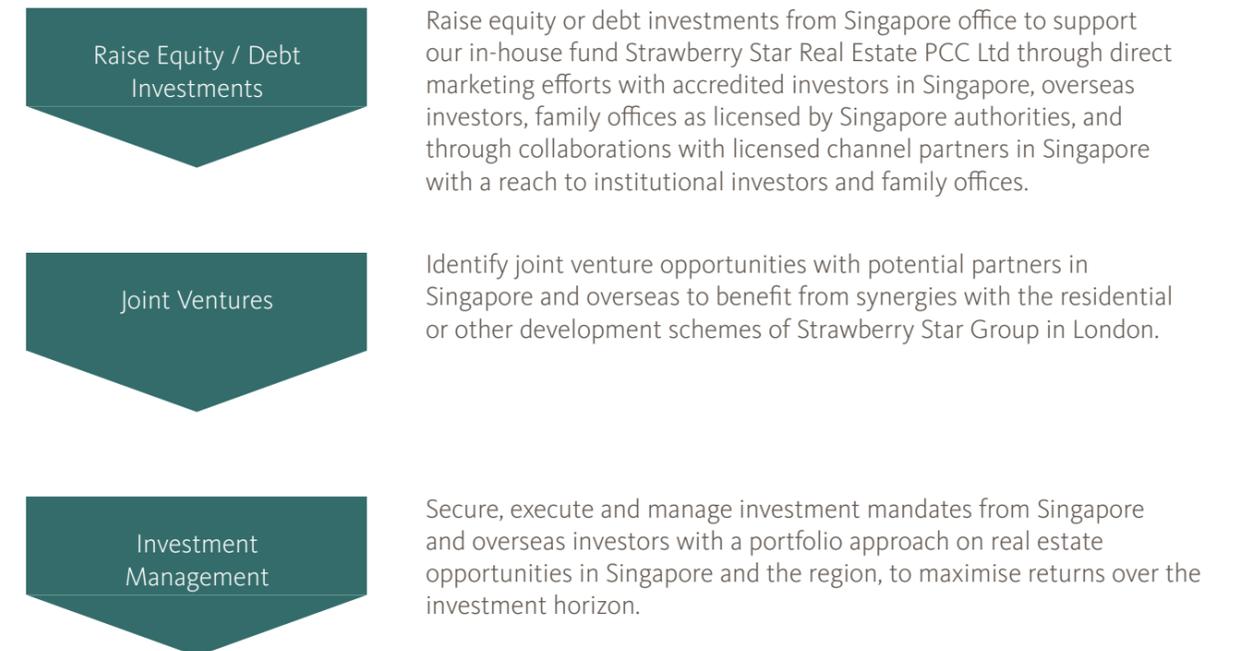
We are committed to investing in select London opportunities.

### Strawberry Star Capital UK

We identify favourable investment opportunities for our local and global investors, as we know the London market incredibly well. With a cumulative experience of 25 years+ among the senior management, we know what works best for our investors. Thorough area analysis; discovering opportunities in off-market areas for high ROI; competitor analysis; project profiling and pricing analysis are our strengths.



### Strawberry Star Singapore Capital & Investment



## ACQUISITIONS

We have people, expertise and capabilities to underwrite any scheme. We are specialists in bulk acquisitions, and successfully concluded deals with market leading developers like Berkeley Homes, St. James, Ballymore, Fraser Property and HUB.

- Identify suitable projects for underwriting & acquisition
- Conduct Due Diligence and undertake Risk Management
- Close deals by negotiating on right & favourable terms
- Create an efficient structure for acquisition
- Plan a sound exit strategy
- Strong Internal & External Capabilities

We pride ourselves in identifying the right projects at the right locations for our investors

### Structuring of Investment

On behalf of our investors with diverse profiles, including international HNIs, family offices and corporations, we agree best deals with developers to underwrite the scheme.

### Due Diligence

Due Diligence (technical, legal and financial) for London schemes is our biggest strength, backed by our rich expertise and exposure to various projects in multiple geographies. Our in-house Sales & Research teams provide us market intelligence to complete this process.

### De-Risking Acquisitions

To de-risk the acquisition, we acquire projects through a consortium of HNIs. Developers will exchange individual unit contracts with the HNIs, who are risk averse and would limit their acquisition to small number of units in any project.

### Credibility

Market leaders in Development and top agents in the UK consider us as one of the few quality, reliable and transparent underwriters for the London property market.

### Negotiation

We negotiate with investors and developers to structure the deal in such a manner that it is beneficial to all.

### Proven Ability

To work with developers, solicitors, customer service, agents and consultants to ensure timely and smooth exchange and completion of project.

### Investors' Strength

We enter the projects at the pre-launch phase and successfully market the development / scheme with potential investors so that the developers are at ease during project completion.



Strawberry Star Developments is an expanding developer of private homes for sale within Greater London

Identify Land Opportunity

Development is one of our core businesses with long-term plans. Our portfolio includes joint venture partnerships with private land owners, UK and international Investors, and Local Authorities.

Conduct Due Diligence

Comprehensive development appraisal and due diligence are undertaken to ensure that we acquire land for the right price and development returns are commensurate with the level of risk involved.

Work with Capital division to raise equity and debt

Working with Strawberry Star Capital, we invest our own equity to fund the land acquisition and early stages of each project. Investment is leveraged with development debt (secured on a fully-funded basis with a recognised lender) to maximise equity returns on each project.

Acquire sites and Evolve Deal Structure

We are looking to acquire sites with or without planning consent and also conditional on obtaining planning permission. We will also undertake joint ventures with land owners and other developers.

Appoint team of consultants for delivering of schemes

Assemble bespoke, 'Best in Class' project delivery teams reports directly to development heads.

Value Engineering Process

All projects with planning or without, undergo a thorough review. We seek to optimise our developments through value engineering to identify additional saleable area, reduce redundant space, identify logical efficiencies to reduce cost and add capital value.

Project management for effective scheme delivery

Project Management Suite - Clear line of reporting and clarity regarding what aspects requires approval at Managerial, Vertical Head, Board & Advisory Board level.

Manage Sales & Marketing

In the early stages of each development, a bespoke marketing and sales strategy is evolved, creating partnership with our New Homes team. We will select leading agencies and a network of international offices, who understand the differing needs of the global market.



Delivering quality homes at lower capital values

Strawberry Star branded homes for aspiring buyers in and around London and create pipeline of 2,000 homes by the end of 2019, and doubling it over 5 years.

Strawberry Star Homes (SSH) is a new business division created to deliver quality homes at lower capital values to first-time buyers, beneficiaries of the 'Help-to-Buy' scheme, young families, London-based working professionals, landlords, local buyers, buy-to-let investors and international investors, by using innovative construction technology.

Locations

London zones 3-9 and popular commuter belts where the demand for quality homes is rapidly increasing, as working professionals are looking to relocate to outer London areas.

Preferences

Homes and communities that benefit from new and existing fast transport links to central London and business hubs.

Innovation Team

Dedicated team of innovation and research professionals to provide intelligence for evolving effective marketing strategies.

Product Design

By creating efficient and good quality apartment typologies and exemplar building blocks that can be replicated on all SSH projects to maximise efficiency and cost benefit.

Construction

By partnering with leading construction and consultancy firms and utilising a combination of alternative and traditional methods to reduce capital cost and improve build quality.

Target customers

First-time buyers, owner-occupiers, working professionals in London, home-movers, landlords, buy-to-let investors and international buyers.

Pipeline

4,000+ residential units over the next five years to address the growing demand for quality homes.



## strawberrystar.co.uk

SALES, LETTINGS & MANAGEMENT

Our experienced teams provide unparalleled services that are professional, seamless and transparent. Not only do we let and manage the properties, we believe in building long-term relationships with our clients and advise them when it is best to multiply an investment or, indeed, best to divest.

With new flagship offices in our Hoola and Vauxhall Sky Gardens developments in London, supported by our offices in Asia, we offer a premium service to our UK and overseas customers.

We launched a unique and unrivalled end-to-end offer for both overseas buyers and local landlords, designed to maximise their returns and minimise their risks. The process begins with the initial purchase and a pre-completion service, moving through to our lettings facility and tenancy management. Finally we advise on resale and exit strategies facilitated by our Lettings and Sales teams.

- Experienced market leading Lettings & Sales teams
- Strong & reliable expertise with transparency at the core of every transaction
- Ongoing re-sales for investment purchasers
- Full spectrum of bespoke Lettings & Management services
- Association of Residential Lettings Agents (ARLA) qualified staff in each branch
- Efficient financial reporting
- Competitive fee structure
- A proven track record in successful Sales, Lettings & Management of London properties to domestic and international investors
- Industry Best Practices to ensure compliance with laws of the land
- Assured returns on investment because of innovative approach
- Significant value addition – for investors, landlords and tenants
- Industry experts & top professionals managing divisions with 100% success rate

Asset and Residential Freehold management completes our unique services portfolio

### ASSET MANAGEMENT

- Manage Property & provide property management services - utilities; property maintenance & emergency matters in accordance with good estate management
- Maintain & keep property in good repair, renewing and replacing where necessary to keep the property in good condition
- Administering/overseeing contracts for minor works & services such as cleaning, gardening, window cleaning
- Send out service charge/maintenance charge demands, collect payments & pursue arrears in accordance with lease/agreement rules
- Inspect common parts monthly/quarterly/half yearly/yearly
- Inform occupants regarding their compliance with their obligations in any lease, tenancy agreement or transfer granted in respect of the property, plot or parking space
- Maintain records of events and a register containing details of each lease or tenancy of all flats, maisonettes or houses in the estate or equivalent computer records and keep files of leases and other documents relating to the Property
- Provide reasonable management information to the leaseholders
- Inform occupants on routine health & safety matters (but not undertake specialist checks) and ensuring that appropriate risk assessments are in place
- Arrange if requested buildings insurance & other insurances in respect of the Property that may be required under the terms of any lease
- Open and operate client bank accounts for the Client with all client monies collected and hold under trust in individually designated client trust accounts and in accordance with RICS & ARLA Code
- Inform the occupants on all relevant legislative and regulatory issues

### STRAWBERRY STAR LONDON

- Expertise in securing Residential Freehold investments
- Retain Freehold rights for all our in-house Development and Underwriting projects



- Full-branch office in Singapore to serve Asian clientele
- Market London projects/schemes to investors in Singapore and Asia
- Identify suitable investment properties around the world for investors in Asia
- Good understanding of the Singapore and Asian investors' sentiments; strong network of HNWI and Investors keen on investing in real estate assets outside Asia
- Provide wide range of services to Developers from market strategising to after-sales service to purchasers
- Organise result-driven Property Exhibition in Singapore
- Provide Sales and Resales Platform in partnership with our New Homes Team and selected selling Agency
- Provide consultancy services to investors on acquiring investments of bulk/site purchase
- Separate Capital division - Strawberry Star Singapore Capital & Investments - based out of Singapore
- Strawberry Star Investment (S) Pte from Singapore responsible for channelising all activities of the Capital division

Singapore Office,  
One Raffles Place



Dr. Stanley Quek, Former Chairman Frasers Property and Doris Tan, Regional Director (Singapore & Hong Kong) at the Sky Gardens launch



ABP launch in Singapore with Strawberry Star Group Chairman Santhosh Gowda

Strawberry Star hosts  
insightful session on Berlin  
property market for investors



# OUR PEOPLE MAKE IT HAPPEN



*“Our team combines an unmatched understanding of the property market.”*

Santhosh Gowda, Chairman



**Santhosh Gowda**  
Chairman

A born entrepreneur, with over 27 years of rich experience in the realty business in leading international markets, Santhosh Gowda founded the Strawberry Star Group.

He successfully led property businesses in Singapore, India, and the UAE before setting up base in London in 2007. In his career covering different real estate geographies across continents, Santhosh successfully created high-value property businesses. Strawberry Star has grown in strength and its aggregate investments have totalled close to £1bn.

With a local presence in London, Hong Kong and Singapore, a rapidly growing development pipeline, Santhosh is steering Strawberry Star in further consolidating its position within the UK.

Leading top-notch property professionals have joined Strawberry Star after understanding Santhosh's vision for the London market.



**Prakash Singh**  
Director | Corporate Strategy & Operations

A highly experienced senior management professional, Prakash has about two decades of experience in building organisations, improving their competitiveness and productivity, and handling M&A in Europe and the Asia Pacific regions. Prakash is an alumnus of top schools, IITDelhi and IIM-Bangalore.

Prior to joining Strawberry Star, he was Executive Director with Ernst & Young and successfully led \$400 MM investment in building Multi-location project. In the past, he worked for MNCs GE, BELDEN and Delton in the leadership role.

At Strawberry Star, Prakash is responsible for improving the productivity of the organisation, enhancing operational excellence, leading the monthly review process with vertical heads, implementing industry best practices and working with the Chairman at the group level for strategic planning.



**Sathvik Sathish**  
Managing Director | Group Acquisitions

A highly-experienced property professional with 10+ years in leading global real estate hubs, such as London, Singapore and Dubai. With his acute business analytics skills, he has successfully led underwriting and acquisition of iconic residential, residential-led mixed used developments and commercial schemes in Dubai and London.

At Strawberry Star, he plays an integral role in the acquisition of schemes/sites for Strawberry Star Group-related housing and commercial opportunities in London, Greater London and London commuter belt, specifically with the Strawberry Star's housing vision.

He is responsible for reporting Strawberry Star Group's financial performance to highly-valued clients, investors and family offices.

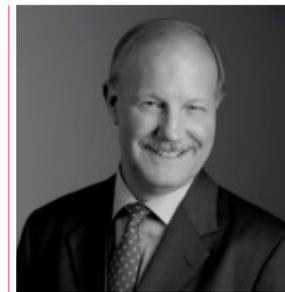


**Nick Stonley**  
Managing Director | Strawberry Star Developments

Nick has 35 years of experience within the residential development industry. He joined Strawberry Star from United House Developments where he was Managing Director for 7 years.

Previously, Nick spent 13 years at Berkeley Homes where he was Managing Director for a number of their London Divisions. Nick has a strong London centric contact base with experience in land acquisition through to project management and holds an Honours Degree in Building.

He is responsible for every element of the delivery of our new build developments, his fastidious approach and eye for the smallest details ensures we create the highest quality homes every time.

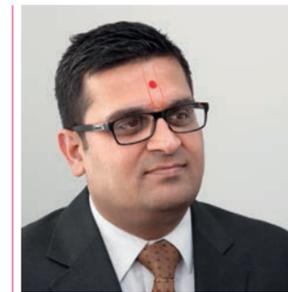


**Mike Vos**  
Group Legal Counsel

Mike started his professional life in banking and subsequently practiced law for nearly 40 years. He recently retired as an equity partner from the Cripps LLP, one of the leading law firms in the country. He was responsible for their international work comprising foreign investment into the UK. He was also a trusted adviser to a number of institutional and private companies focusing on all aspects of property development and investment.

His main expertise is in areas such as Real Estate Development, Development Agreements, Development Funding, Commercial Property, Joint Ventures (property), Property Sales and Purchases, Property Investment, and Secured Lending (property).

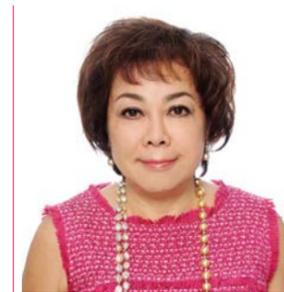
He now provides practical and commercial advice on arrange of matters in his capacity as Group Legal Counsel to Strawberry Star.



**Yash Dave**  
Group CFO

Yash has played a senior role in the finance teams of several major multinationals, including Thistle Hotels, Vodafone and Casa Forma (part of Pearl Global). He has a wealth of experience in M&A, tax and treasury, and oversees the financing of every Strawberry Star investment.

Yash also sits on the investment committee and the general partner board for Strawberry Star Fund, holds an MBA and is a qualified accountant and chartered secretary.



**Doris Tan**  
Regional Director | Singapore & Hong Kong

Doris is an international renowned top property marketing professional and joined Strawberry Star as the Regional Director for both Asia and South East Asia, based out of our Singapore office.

She has over 20 years' of experience in marketing residential properties around the world, including London, New York, Tokyo, Australia, New Zealand, Dubai and Shanghai, to buyers in Singapore and South East Asia. Doris was the Head of International Residential Property Services at Jones Lang LaSalle Property Consultants in Singapore.

As Regional Director, Doris provides strategy, marketing and investment consultancy advice, on all aspects relating to international sales.

# OUR PEOPLE MAKE IT HAPPEN



**Cauvery Nanaiah**  
Director Marketing & Global Communications

A highly result-oriented Marketing & Communications specialist with 18+ years of experience in multiple geographies, Cauvery has successfully built brands and contributed to their enhanced sales. Her expertise includes Marketing & Communications, Media Strategy, Digital Strategy, Crisis Communications, and CRM.

Cauvery has advised world-renowned companies, such as Nike, ABB, Volkswagen, Sikorsky, Intel, Bosch Siemens, P&G, HSBC, Lenovo, UTC, Knight Frank, Ascendas, Deutsche Bank, Axa, Marriott, Lodha Group, Emirates Airlines, and BBC Entertainment. Prior to joining Strawberry Star, she was the Vice-President and Member of the Leadership Team at MSLGROUP, one of the world's top integrated communications firms.

At Strawberry Star, Cauvery is responsible for driving the global Marketing & Communications strategy for the company across London and Singapore markets.



**Yuan Sun**  
Associate Director  
Strawberry Star Homes

With 10+ years of experience in the UK property market, Yuan Sun enjoys a proven track record of delivering high-profile complex real estate projects. Her expertise includes leading and managing a broad range of external vendors, complex stakeholders and government relationships. Yuan has worked for Global Fortune 500 companies and has delivered 3,700+ residential units in and around London. At London Legacy Development Corporation, she was the Project lead for two mixed use development schemes. In her previous assignment, she held key management position in GLA mayoral development corporation, assuming responsibility for leading £900m development portfolio.

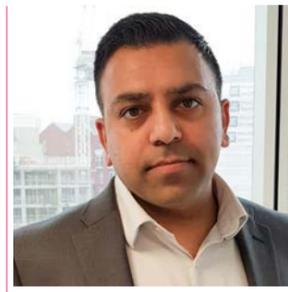
At Strawberry Star, she is responsible for building and managing Strawberry Star Homes, a new business division, which will construct quality houses at lower capital values, particularly targeted at first-time buyers, buy-to-let investors and international investors in London Zone 3 and outwards.



**Steve Peters**  
Development Director

Steve is a multi-talented and result-oriented residential development professional with more than 3 decades' of exposure to various core aspects of the London residential property market. He joined Strawberry Star after 7 years with United House Developments where he was Operations Director. He is highly skilled in all aspects of the development process from land acquisition through to construction management and post contract services.

In the past, he has held senior positions with leading companies, such as, Gleeson Regeneration & Homes South, Wates Regeneration, and Alfred McAlpine Homes London Ltd where he enjoyed successful stints. At Strawberry Star, he oversees and monitors all development projects through short-term and long-term strategic plans.



**Kekul Shah**  
Operational Director - Capital

An experienced Chartered Accountant (ACA) with 16 years' experience in financial analysis and investment management, Kekul has worked for flagship real estate projects, such as the Heron Tower and prime residential schemes in Central London developed by Ronson Capital Partners.

In the past, he held senior positions at BDO, Citi and Heron International. In his previous stint at AXA Investment Managers, he was the Fund Manager of the largest office development scheme in the City of London (22 Bishopsgate - representing c1.3m sqft offices and £1.2bn capital under management).

At Strawberry Star, Kekul is responsible for advising the board on new opportunities and overseeing the efficient and effective management of various funds and reporting of SPVs. In addition, he will play a key role in growing the capital business and supporting the Chairman in raising further equity/debt to deliver acquisition and creating value for shareholders.



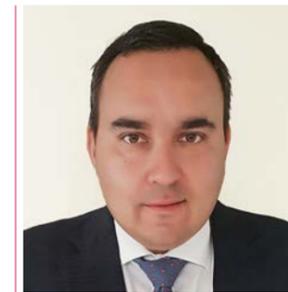
**Matt Leitch**  
Sales Director

A highly motivated and results-driven property professional with almost 20 years' experience working across a broad range of disciplines within the UK real estate industry; Matthew Leitch joined Strawberry Star following a successful stint in a senior role with real estate services firm CBRE.

Matt specialises in sales, residential development consultancy and management, acquisitions, disposals, domestic and global marketing.

In the past, he worked for reputed companies, such as Savills, Currell Residential Estate Agents, and Baird Eves Countrywide, in various capacities.

At Strawberry Star, he drives all sales strategies with specific targets whilst overseeing the implementation of the company's Sales vision.



**Alex Lazarov**  
Lettings Director

With 20+ years of experience in the Property / Estate Agency sector, Alex Lazarov enjoys a proven track record of successfully delivering business expansion and profitability. An expert in scaling estate agency operations to meet strategic growth objectives, he has an in-depth knowledge of the London Lettings market.

He joined Strawberry Star after a 13-years stint with Dexters Estate Agents where he was Lettings Board Director (West London). He has worked for Foxtons in the past. His expertise is in Business Development, Operational Management, Fiscal Management, Staff Development, and Stakeholder Engagement.

At Strawberry Star, Alex is responsible for the Lettings & Management business and Asset Management with long-term strategies to enhance our market share in London. He is also responsible for achieving the highest standard of services in concierge and building management services.



**Robert Hepworth**  
Commercial Investment Director

A highly-motivated Chartered Surveyor, Robert possesses 17+ years' experience in the City of London and Yorkshire investment markets, together with 2 years' experience in the international investment market dealing with Middle Eastern capital into the UK.

He has completed deals across all sectors with clients including funds, developers, property companies and high net worth individuals. Prior to joining us, Robert was with BNP Paribas Real Estate, London, providing strategic real estate advice to Sovereign Wealth Funds, Royal Family Offices, HNIs and Private Wealth Management clients. In the past, he has worked for reputed organisations, such as, Colliers International, Knight Frank, and JLL.

At Strawberry Star, Robert is responsible for sourcing yield-based opportunities and identifying off plan commercial opportunities for the company in London.



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# Strawberry Star

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