



Strawberry Star
GROUP



The Fresh Side of Real Estate

CAPITAL | ACQUISITIONS | DEVELOPMENT | 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 provide quality and market leading performance, along with fulfilling our commitment to offering 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 28 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 have facilitated more than £1.4 billion in aggregate property investments.

With an extensive local presence in London, 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 more than £1.4 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

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

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

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

Development

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

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



800+
PROPERTIES SOLD

500,000+
SQ FT ACQUIRED
TO DATE

£1.4bn
ASSETS UNDER
MANAGEMENT

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

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

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



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.



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 breath-taking statement of contemporary urban living. Sky Gardens is located in one of London's best-connected and emerging riverside neighbourhoods.



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.



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.



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.



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:
April 2020

Planning
Rolfe Judd

Construction Design:
ACG – Ayre Chamberlain Gaunt

Website:
strawberrystar.co.uk/bronze

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.

BRONZE
WANDSWORTH SW18



GREENVIEW COURT
SOUTHALL
WEST LONDON

GREENVIEW COURT

Area:
Southall, UB2

Total Units:
111 apartments

Estimated Completion:
Q4 2020

Acquisition Value:
£44.5 million

Website:
strawberrystar.co.uk/greenviewcourt

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:
877 apartments
200+ bedroom hotel

GDV:
£280 million

Site:
6.9 acres

Estimated Completion:
April 2021

Website:
strawberrystar.co.uk/lu2on

Located close to the London Luton Airport and just 23 minutes from King's Cross St. Pancras Station, Central London, the upcoming scheme LU2ON is an ideal destination for first-time buyers, young families, London-based commuting professionals, home-movers, buy-to-let landlords, and international buyers.

Luton's unrivalled combination of superb infrastructure, great access and a skilled workforce makes it one of 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, will undertake the development of LU2ON. The homes will feature a mix of traditional building techniques and elements of modular construction.

Lu2on has already won prestigious awards, such as:

1. International Property Award (IPA) 2019 for Best Mixed-Use Development in London region.
2. International Property Award (IPA) 2019 for Best Development Marketing in East England region.
3. First Time Buyers Readers' Award 2019 for Best Off Development

HARVEY CENTRE,
HARLOW

Area:
Harlow, Essex

Total Units:
447

Acquisition Value:
£15.5 million

GDV:
£249.5 million

Site:
442,664 sq ft

Harlow, Essex is currently undergoing massive regeneration with demand for homes picking pace. The commuter town is located within an economically significant business, science and technological corridor of London, Stansted and Cambridge.

The site is approximately 10 minutes-walk from the Harlow Town Station, which operates trains to London Liverpool station with an average journey time of 30 minutes. Harlow is attractive for home-movers from London and other expensive neighbourhoods hunting for family-friendly homes. Over 44% of those who moved to Harlow in 2017, were Londoners..

Harlow is well connected to London by trains and bus services while M11 and M25 provide easy road access to London. The London Stansted International Airport, which offers flights to 148 destinations in Europe, the US and Caribbean Islands, is 21 minutes by train and 41 minutes by road from Harlow.

Properties experienced strong capital growth - 132% increase in average price paid for a new build home in the 10-years to 2017. The house prices are set to rise by 20% by 2023, according to CBRE 2018 report.

Landlords saw an attractive investment rental yield of over 6% with an average annual rental growth of 3.6% or 18% between 2019 and 2023.

Strong demand for housing is fuelled by projected population growth of 22% by 2039 and shortage of housing supply. Government-led regeneration and the Harlow Enterprise Zone will create increase deployment cluster.

OUR UPCOMING PROJECTS



KENTON ROAD

Area:
Harrow, London

Total Units:
104

Acquisition Value:
£10.8 million

GDV:
£41 million

Site:
61,000 sq ft

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.

WEMBLEY

Area:
North West London

Total Units:
142

Acquisition Value:
£14.5 million

GDV:
£65.7 million

Site:
10,000 sq ft

The site is located on Watkin Road (South), Wembley. It represents an excellent opportunity to develop a mixed-use scheme within the Wembley Growth Area, Wembley Area Action Plan (WAAP) and the Housing Zone.

The location is close to Wembley Park Tube Station (0.4 miles), which serves the Jubilee and Metropolitan lines, giving access to King's Cross station in 16 minutes and Liverpool Street within 27 minutes. Heathrow Airport is within 35 mins by car and the location enjoys convenient access to public bus services

On the doorstep of Wembley Stadium, SSE Arena Wembley and Brent Civic centre, well served with bars, coffee shops and restaurants serving a variety of cuisine in the area.

Demand for homes, especially rental homes, is set to rise in Brent area. Approximately, 42% of the 98,400 Brent households own their home while 35.6% are in private rented accommodation, reflecting higher rental market than the London average.

The Brent population of 336,859 is forecasted to grow by 6.1%% by 2041, fueling demanding for more homes. The Mayor recently doubled Brent's housing requirement since last year. Wembley is emerging as one of the new exciting neighbourhoods of North West London.



OUR UPCOMING PROJECTS

ROAD AHEAD

- Acquire 3 to 4 Real Estate Projects annually in London (zone 3 and outwards) and the commuter belt to build a 4,000 unit pipeline by 2025
- Start development of large residential project in Outer Core London
- Build quality homes at prices achievable to 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 the UK government's 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.

Investment Advisory

Source investment opportunities through internal networks, direct land owners and off-market opportunities.

Investment Research & Due Diligence

Intensive analysis based on defined acquisition criteria on choice of investments.

Fund Management & Risk Reporting

Manage Innovative Investment Structure with an Institutional Approach & Risk Management.

Debt Arrangements

Secure debts through networks with proven borrowing policy; structure deals through a combination of equity and debts.

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 belt towns

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

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.

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

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 permission and also conditional on obtaining planning permission. We will also undertake joint ventures with land owners and other developers. The Developments team has many years experience of highly effective work in joint ventures.

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 logistical 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) delivers quality homes at prices achievable to first-time buyers, beneficiaries of the 'Help-to-Buy' scheme, young families, London-based commuting professionals, home movers, buy-to-let landlords and international buyers.

Locations

London zones 3-9 and popular commuter belt towns 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, young families, home movers, London-based professionals, buy-to-let landlords and international buyers.

Pipeline

4,000+ residential units by 2025 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

Strawberry Star

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

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 28 years of rich experience in the global property markets, Santhosh Gowda founded the Strawberry Star Group in London.

He successfully led property businesses in India, the UAE and Singapore 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. Under him, Strawberry Star grew in strength and its aggregate investments totalled close to £1 billion.

With a strong local presence in London and a rapidly growing development pipeline, Santhosh is steering Strawberry Star in realising its volume housing vision of delivering 4,000 homes by 2025.



Vinod Tailor
Non-Executive Director

A financial services consultant with 45 years of experience in several senior roles in top companies, Vinod Tailor specialises in business development, fund-raising, creating investment strategies and financial guidance.

In the past, he held important positions, such as Vice President of Global Business Development for Merrill Lynch and Citibank. He has worked in the UK, Africa, the Far East, and India.

An Honorary Fellow of the Chartered Institute of Bankers and Fellow of Chartered Securities and Investment, he was the High Sheriff of Bedfordshire, UK, between 2017-18.

He advises Strawberry Star in raising equity, debt and supporting our housing vision, particularly with Luton project.



Mike Vos
Group General 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 a range of matters in his capacity as Group Legal Counsel to Strawberry Star.



Prakash Singh
Chief Operating Officer
Strawberry Star Group

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
Senior Director
Strawberry Star Group

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 schemes, residential-led mixed used developments and commercial schemes in Dubai and London.

At Strawberry Star, he is one of the Governance Board Directors for all business entities and will be working very closely with vertical heads for the betterment of the business. He plays an integral role in the acquisition of schemes/sites for Strawberry Star Group.

He is responsible for reporting Strawberry Star Group’s financial performance to highly-valued clients, investors.



Cauvery Nanaiah
Senior Director
Global Sales & Marketing

An established senior Marcom professional with two decades of strategic leadership experience across geographies in the property sector, technology, FMCG, BFSI, retail, and aviation sectors. Building brands through strategic planning and development contributing to enterprise sales, establishing corporate identity across marketing and public relations channels, market analysis, digital strategy, and crisis communications constitute her core competencies.

She has advised 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 Group, she was the Vice-President and Member of the Leadership Team at MSLGROUP, one of the world’s top integrated communications firms and part of the Publicis Groupe.

At Strawberry Star, she is responsible for driving Global Sales, Marketing & Communications and CRM functions to strengthen the organisation’s domestic and international sales mandate along with branding, visibility and thought leadership space in the UK property sector.

OUR PEOPLE MAKE IT HAPPEN



Steven Beveridge
CFO
Strawberry Star Group

A highly motivated, strategic financial leader, with a track record of driving innovation and growth, Steven is an expert in implementing robust financial controls, risk management, governance, business planning and forecasting. His core sector experience spans real estate, financial services, investment management, and private equity.

Prior to joining Strawberry Star, Steven was the CFO of Vensyn Group, a London-based private equity group where he led the organisation through a demanding period of high growth and structural change. In the past, he led critical functions at SSE Enterprise, Ignis Asset Management, Ernst Young and Grand Thornton among others. He is a qualified CA and has mentored entrepreneurial P&L owners from start-up to mature business (£5m to £100m turnover).

At Strawberry Star, Steven will be responsible for creating a world-class Finance function for the Group as the CFO.



Kaushal Niraula
Chief of Staff

An accomplished professional, Kaushal's core expertise lies in newmarket development, brand, M&A and commercial due diligence, transformation and change management. He is adept at blending operations and strategy and leading large-scale cross-cultural projects.

He has over 10+ years' stable corporate experience with Serco Pvt Ltd and Arora Group. He holds a dual bachelor's degree in International Relations and Politics.

As the Chief of Staff at Strawberry Star Group, he supports the Chairman in driving strategic imperatives and provides critical insights towards effective planning, business growth and organisational agility.



Clint Bartman
Managing Director
Asset Management

An accomplished real estate professional with 20+ years of experience across the United Kingdom and North America.

Prior to joining Strawberry Star, Clint served as Vice President for Fjeld Consulting strategically consulting global real estate operators in the UK's Build to Rent, Purpose Built Student Accommodation and Private Rental sectors. Before consulting, he was the Operations Director for Empiric Student Property Plc, a listed UK REIT, and created its internal operating platform and market-leading student accommodation brand Hello Student. Before arriving in the UK, Clint served as the Senior Director of Real Estate for Pi Kappa Alpha International providing real estate advisory across the United States and Canada. Clint has an MBA from Roosevelt University and a BA from Illinois State University.

At Strawberry Star Clint leads the Asset Management business vertical instilling industry best practices and directly contributing to the Group's overall growth.



Yuan Sun
Director
Strawberry Star Homes

With 10+ years of experience in the UK property market, Yuan Sun enjoys a proven track record of

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

to-let investors and international investors in London Zone 3 and outwards.



Kekul Shah
Director
Strawberry Star 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

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.



Rahul Bakshi
Head – Investments
(India & Middle East Desk)

An accomplished financial professional, Rahul possesses 15+ years' working experience in the financial services industry. His expertise spans across developing business and designing strategies to raise funds for Portfolio Management, Mutual Funds, Alternate Investment Fund (Real Estate).

He enjoys excellent relationship with IFAs, Distribution Houses, Private Bankers, wealth managers and other Channel Distributors. He also has direct relationship with Corporates, HNIs, UHNIs and Family offices.

Prior to joining us, Rahul worked in senior management roles at Indiabulls Asset Management, Peerless Fund Management, Religare Invesco Asset Management and HDFC Asset Management.

At Strawberry Star, Rahul is responsible for raising equity and funds from India and West Asian regions for our real estate funds.



Ben Martin
Director
Asset Management

A dedicated Asset Management professional, Ben possesses more than 10 years' experience in several service lines including Block Management, Build-to-Rent and Mixed-Use property. Before joining Strawberry Star, he was the head of Residential Management at Cluttons for 9+ years.

At Strawberry Star, Ben is creating an in-house Asset Management team to provide full professional property management services for a portfolio of freehold/leasehold developments, and individual properties on behalf of freehold clients, Developers and Residential Management companies. In addition, he works closely with the Sales & Lettings teams and our existing building management teams at Sky Gardens and Hoola in London.



Rashmi Singh
Associate Director
Human Resources

A transformation and management specialist, Rashmi has successfully delivered lean efficiencies and sustainable engagement solutions while incubating a culture of innovation to accelerate the process of transformation and spark, shape and rapidly prototype new business leaders and people solutions.

In the past, she worked for well-known companies such as Reliance Jio Infocomm Limited (RJL), India as Head of HR and Tata Teleservices Limited, India, as Chief Policy & Performance & Digital People Solutions.

At Strawberry Star Group, Rashmi oversees the most critical asset – people – as she is responsible for developing and executing the Human Resources vision, corresponding strategies, and respective action plans and metrics for creating an engaged and highly productive environment.



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