



Strawberry Star  
GROUP



The Fresh Side  
of Real Estate

CAPITAL | ACQUISITIONS | DEVELOPMENT | SALES | LETTINGS & MANAGEMENT | BTR & ASSET MANAGEMENT | COMMERCIAL



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 BTR & 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 13 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
- Fund Management & Risk Reporting
- Securing debts through proven borrowing policy
- Raising equity or debt investments
- 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

### BTR & Asset Management

- Estate and property management
- Customer-centred design
- Facilities management
- Procurement and cost control
- Operational efficiency
- Tenant retention strategies
- Minimising voids and maximising revenue
- Compliance and reporting



2,400+  
PROPERTIES

1.5 million  
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:**  
79 Apartments

**Estimated Completion:**  
Q4 2020

**Planning**  
Rolfe Judd

**Construction Design:**  
ACG – Ayre Chamberlain Gaunt

**Website:**  
[strawberrystar.co.uk/bronze](http://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.



### GREENVIEW COURT

**Area:**  
Southall, UB2

**Total Units:**  
111 Apartments

**Estimated Completion:**  
Q4 2020

**Acquisition Value:**  
£44.5 million

**Website:**  
[strawberrystar.co.uk/greenviewcourt](http://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

## LU2ON

**Area:**  
Luton, London commuter belt

**Total Units:**  
877 apartments  
200+ bedroom hotel

**GDV:**  
£280 million

**Site:**  
6.9 acres

**Estimated Completion:**  
Q4 2021

**Website:**  
[strawberrystar.co.uk/lu2on](http://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 Luzon 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 Luzon. The homes will feature a mix of traditional building techniques and elements of modular construction.

Luzon won several prestigious awards, such as:

1. International Property Award (IPA) 2019 for Best Mixed-Use Development in the UK region with a 5-star rating.
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



## OUR UPCOMING PROJECTS

## HARLOW QUARTER

**Area:**  
Harlow, Essex

**Total Units:**  
447

**Acquisition Value:**  
£15.5 million

**GDV:**  
£249.5 million

**Site:**  
442,664 sq ft

**Website:**  
[strawberrystar.co.uk/harlowquarter](http://strawberrystar.co.uk/harlowquarter)

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:**  
118

**Acquisition Value:**  
£10.8 million

**GDV:**  
£41 million

**Site:**  
80,000sq 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.

# OUR UPCOMING PROJECTS



## 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.



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 27 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



Private homes for sale within Greater London and the UK capital's popular commuter towns

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

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.

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.



## 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



## Build-to-Rent

Build to Rent (BTR) is a key component of our strategy to deliver 4,000 homes by 2025. A mature and established sector in the US and parts of Europe, it is in the growth phase, here, in the UK, where lifestyles are changing, and rent is no longer plan b. Millennials have been joined by Generation X and Baby Boomers turning to rent for location flexibility, lifestyle, and amenities. The success of the first BTR development (Olympic village), spurred others across the UK and propelled BTR to the forefront of PRS as its development pipeline grew five-fold between 2014-2018 [source: Savills].

BTR is now gathering traction with government, institutional investors, and developers as a way to meet the demand for quality, well-managed housing and for long-term income streams alongside capital growth.

Our Asset Management Team brings international as well as UK sector experience, underpinned by data-driven facilities, operations, building, property, marketing and letting decision making and management processes.

### Strategy

Our primary objective is to deliver safe and secure homes, with exemplary service. The right locations, the right design, and the right amenities for the right demographic creating a sense of place and building communities. Placemaking and a sense of belonging are the keys to residents staying longer and reducing the risk of rent voids.

#### Strawberry Star Asset Management



#### Strawberry Star Community



## An Emerging Asset Class

### Design Efficiency

All systems and spaces are optimised to either create value for money for the residents or to keep long-term operational costs low. Connectivity will be paramount and of the highest standard. The unit and common area specifications will be durable and high quality. Landscaped areas will be well thought out and easy to maintain.

- Design for Resident Value and Management Effectiveness
- Unit Mix and Income Optimisation
- Unit and Amenity Specification
- Amenity and Service Provisions
- Management Strategy and Delivery



## Community Building

We believe that inclusion is the most important aspect of community building. An invitation to an event matters much more than the event itself. Our teams have clear objectives to curate community events and activities that promote inclusion irrespective of your background, age, gender, nationality, etc. Everyone is invited and everyone is included.

When community building is a focus, it keeps residents coming back year-after-year and provides a valuable difference between the majority of buy-to-let buildings that may be on offer.



## Commercial Property

Our commercial vision is closely connected to that of our residential homes; building futures, communities, and places people want to live, work and visit.

Working with local authorities, planners, architects, designers, brands and independents to build award-winning developments. Creating a sense of place and delivering the right amenities and services – the key to success for any new community.

### Current Opportunities

If you're looking to invest today, we have brand new retail units offering you the opportunity to brand your vision across key London sites and the commuter towns.

## Our Commercial Property Portfolio



### Lu2on

Location: Luton

Just 23 minutes from London by train from King's Cross St Pancras, Luzon is Luton's largest new development, bringing 40,000sq ft of shops, restaurants, gyms and offices. The retail businesses will be unopposed and will draw customers from the surrounding homes, including a new scheme of 223 apartments.

*40,000 sq ft of retail and leisure*



### Camberwell on The Green

Location: Camberwell, London

A mixed-use development with an established owner-occupier community of 101 residents at the heart of arty Camberwell on the Green. Underpinned by 10,000sq ft of office and retail space, the eight, ground-floor commercial units enjoy high visibility, footfall, several bus routes, and stations.

*10,000 sq ft of retail and office space*



### Sky Gardens

Location: Nine Elms, Vauxhall, London

Vauxhall, home to Sky Gardens, is one of the best-connected locations for transport and is currently the largest regeneration zone in London. An occupied development, Sky Gardens offers a mix of retail and statement office space from 1200-3000 sq ft opposite the US Embassy. One of the retail units offers exceptional frontage onto the main Wandsworth Road.

*1200 – 3000 sq ft of retail and office space*



### Hoola

Location: Royal Victoria Docks, London

Ten minutes from Canary Wharf and directly opposite the River and the Emirates Cable Cars, sits Hoola, an established mixed-use development at the heart of the Royal Victoria Docks. The development has just one unoccupied commercial unit remaining.

*2000 sq ft of office and retail space*

## Future Commercial



### Harlow

Location: Harlow Town Centre, Essex

Thirty minutes from London, Harlow Quarter, a mixed-use development will bring over 40,000 sq ft of commercial and retail space and around 1,000 residential apartments.

*40,000 sq ft of retail and office space*

London and  
commuter belt  
commercial  
opportunities  
primed for  
growth



# 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 £1.4 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 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 General Counsel at Strawberry Star.



**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.



**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 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



**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.



**Kaushal Niraula**  
Chief of Staff

Kaushal's core expertise lies in new market 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.



**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 and overseeing the efficient and effective management of various funds and reporting of SPVs. In addition, he is playing 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.





# Strawberry Star GROUP

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