



THE FRESH SIDE OF REAL ESTATE



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DEVELOPER OF MULTIPLE AWARD-WINNING DEVELOPMENTS

Established in 2007, we've built a reputation as an innovative and agile property developer in London and the commuter towns. Our property portfolio spans homes for all buyer groups and investors in some of the most desirable property hotspots and locations in London.

We specialise in creating award-winning mixed-use developments, buy-to-let homes, and build-to-sell homes, with placemaking at the core of every development, inspired by the heritage and personality of the locations.

While every development is unique, they all share the same principles of community-driven, expert design, fine craftsmanship, and sustainability while guaranteeing excellent customer relations and best-in-class asset management services.

Our agility and innovative approach have enabled us to facilitate more than £1.4 billion in aggregate property investments, creating a win-win scenario through multiple engagement models with investors, JV partners, and financial institutions. Of course, we pride ourselves on our strong relationships with customers, investors, local authorities, leading agents, world-class consultants, and our internal stakeholders, who have been our partners in progress.



Creating award winning places
– more than just homes



Property development,
management & sales



Delivering welcoming spaces
where people really want to live
& work



Making a positive impact &
providing the best quality of life



Specialising in community
design, urban regeneration &
the development of supporting
infrastructure



A one-stop service for the entire
real estate investment lifecycle



Integrating high-quality new
homes with amenities and
commercial spaces



Built and designed with
sustainability in mind

PRESTIGIOUS PORTFOLIO

Customers are at the heart of everything we do. From selecting the locations with the greatest potential to the individual design of each development, our customers are front of mind at the start of every project.

Our visually impressive developments have won national as well as international recognition, like International Property Awards, First Time Buyer magazine award and Housebuilder Awards.

Sustainable practices are at the core of our activities. From design, resource utilisation, building construction, operations, certifications to energy efficiency, sustainability values form essential elements of our developments.



Placemaking strategy



Urban regeneration & sustainable community



Property development & project management



Property underwriting, due diligence & acquisition capabilities



Structuring property development through equity, debt investments & joint ventures



Investment advisory, fund management & risk reporting



BRONZE

Reflecting the spirit & warmth of Wandsworth

Bronze is a true reflection of this unique area of London, and an apartment at Bronze plays its part in making this such an exciting place to live. Bronze fits with the theme of the lighting/lamp industrial heritage of Wandsworth, but with a modern, more abstract appeal with its name reflecting the fantastic colour of the building's cladding.

The design of the residential building is driven by a prevailing industrial language. It brings a simple composition, three clean rectangles that have been extruded to form a block each arranged in sizes that are complementary and are oriented to maximise views of King George's Park.

The Bronze development is part of the final phase of regeneration in Wandsworth, and is a significant addition to an already established, inclusive and welcoming area of London.

Floor to ceiling windows bring in plenty of natural light and provide stunning views of King George's Park. And with Battersea Park and Clapham Common close by, there's even more of the city's green, open space to enjoy.

Unique specifications covering communal, electrical and mechanical, kitchens, bedrooms and bathrooms are common to every apartment. A centralised heating system, individually metered to each apartment and

We've considered each living space at Bronze

zoned under-floor heating are some of the standard features.

Most of the apartments have private balconies while penthouses have comfort cooling. Kitchens have top-of-the-line Siemens equipment and the bathrooms are fitted with the best of fixtures and lighting, all aimed at enhancing the living experience.

79 units including 1-bedroom, 2-bedroom apartments and penthouses

Estimated Completion: Q1 2021

Planning: Rolfe Judd

Construction Design: ACG – Ayre Chamberlain Gaunt

Website: strawberrystar.co.uk/bronze

Awards won:

- UK Property Award 2020 (International Property Award) - Residential Development and Residential Interior Design Show Home for London region
- UK Housebuilder Awards 2020 finalist



LU2ON

Shaping the future of Luton with a brand-new neighbourhood

A perfect example of place-making, Luzon is set to become a brand-new neighbourhood offering the best of mixed-use development in Luton town. This contemporary development brings together cool and modern apartments with vibrant shops, places to eat and drink, a gym (8,000 sqft), star hotel, health and wellness centre, parklands and a public realm (10,000 sqm) and a supermarket operated by Co-Op.

Central to Luzon is an attractive, European-style, tree-lined boulevard, which runs through the heart of the scheme. Home to a host of gardens, bars, cafés, coffee shops, and restaurants, this commercial avenue caters to all needs.

Additional outdoor spaces can be found on roof decks, offering impressive views and a quiet spot to lounge after work or at the weekends.

To create a truly mixed-use scheme, provision is made for c.40,000 sqft of Grade-A office accommodation to cater for the creative/media/travel industries. This building will form part of Phase 2 and will front onto the central piazza at the heart of Luzon.

877 units, including suites, 1-bedroom & 2-bedroom apartments

Architecture: Flanagan Lawrence and Stuart Forbes Associates

GDV: £280 million

Site: 6.9 acres

Estimated Completion: Q4 2021 (Phase 1)

Website: strawberrystar.co.uk/luzon

Awards won:

- Best Mixed-Use Development in the UK with 5-star rating at the International Property Awards (IPA) 2019
- Best Development Marketing Award for East of England at the International Property Awards (IPA) 2019
- First Time Buyers Readers Award 2019 for the Best Off-plan Development in the UK
- Best Mixed-Use Architecture Award for East of England with 5-star rating at the UK Property Awards (IPA) 2020



FOSTERING INCLUSIVE GROWTH

We believe in giving back to our communities; while we work towards delivering the new neighbourhood, we are partnering with locals, Luton Borough Council and various other organisations to foster inclusive growth and contribute in various ways to Luton town. In the last two years, we have rolled out several community-related initiatives.

We have committed to preserving the historic Vauxhall War Memorial. With the help of landscape architect, Gillespies, we will create a new setting and a series of enhancements to the Vauxhall War Memorial.

Recognising the efforts of local residents, we presented Luton's Most Outstanding Citizen of the Year 2019 and 2020, part of Luton's Best Awards. Likewise, we hosted the Cricket World Cup tour of Luton in October 2019 to celebrate England's success. We partnered with Mandela Mile initiative by UN Association in Luton to mark the special occasion. We have also undertaken the beautification of Kimpton Road and Luton Airport Parkway station pathway. That's not all, we are helping children create cherished memories by fulfilling their wishes.

Our construction partner J J Rhatigan is aligned on our community initiatives and together, we regularly participate in fund-raising events for children apart from. We believe in empowering students and forged a strategic partnership with the University of Bedfordshire for site visits, guest lectures, construction guidance, STEM Building usage, data analytics, environmental projects, and property management.

Many more are in the pipeline. When we say that we are creating a new community, we truly mean it because we are part of that community!



HARLOW QUARTER

Creating a new story

We are creating a vibrant community around Harlow's brand-new social destination – with dynamic local independent cafes, restaurants and bars, a new public realm and sculpture. The Harlow Town Centre is set to emerge as the hub of activities, a place everyone desires to visit!

Our plans for Harlow include high-quality new homes in the town centre, creating the necessary critical mass to underpin the existing and future commercial provision. Significant urban greening, improved public realm, and community benefits are added advantages along with a new food & beverage quarter, creating a social destination.

We understand that the spaces between buildings are as important as the buildings themselves, which is why we're committed to creating welcoming, usable open public places and thoughtfully landscaped green spaces.

Harlow is currently undergoing massive regeneration with demand for homes picking up pace. The commuter town is located within an economically significant business, science, and technology corridor of London, Stansted and Cambridge. The town 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 the Caribbean Islands, is 21 minutes by train and 41 minutes by road from Harlow. Government-led regeneration and the Harlow Enterprise Zone will create increased employment, further strengthening the local economy.

We know Harlow is destined to prosper and that's why Harlow Quarter will contribute to the cultural character of the town. At Harlow, we are already involving the local community by partnering with the Harlow Council, Discover Harlow and local hospitals!

523 units, including studios 1- and 2-bedroom apartments

Architects: Rolfe Judd and Flanagan Lawrence

Site: 442,664 sq ft

Website: strawberrystar.co.uk/harlowquarter

Awards won:

- Best Mixed-Use Development Award with 5-star rating for the UK region at the International Property Awards 2020



A DIFFERENT APPROACH

Our portfolio also includes developments by other developers that we acquired through underwriting in London. While we are developing our own schemes, Sky Gardens in Vauxhall-Nine Elms and Hoola in Royal Victoria Docks are acquired, as they are aligned with our business model.



Sky Gardens in Nine Elms, London

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



Hoola in Royal Victoria Docks, London

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

UPCOMING PROJECTS

KENTON ROAD, HARROW LONDON

Acquisition Value: £10 .8 million

Site: 80,000 sq ft

The site is located strategically on Kenton Road in Harrow and we plan to regenerate it with a placemaking strategy. The site will be transformed into a vibrant development involving a mix of houses, including apartments, a gated development, retail, commercial spaces and a café. A collection of modern-style townhouses will form a mews development around a landscaped courtyard with integrated parking spaces.

The Harrow area has a growing demand for housing fuelled by a growing economically active working-age population, who mostly commute into central 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.

High-quality planning and design will be at the core of our placemaking for the Kenton Road site. With a bespoke approach to create distinctive homes that will emerge as a new landmark address.



WEMBLEY, NORTH WEST LONDON

Acquisition Value: £14 .5 million

Site: 11,300 sq ft

Leveraging our placemaking strengths, we aim to create a brand-new development of enduring value that takes advantage of the best Wembley has to offer. Inspired by the profile and character of this prized location, we intend to deliver a mixed-use scheme within the Wembley Growth Area, Wembley Area Action Plan (WAAP).

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.

With Wembley emerging as one of the new exciting neighbourhoods of North West London, our development will complement and strengthen the area's profile as a desired location to live in London.



OUR PEOPLE MAKE IT HAPPEN



SANTHOSH GOWDA
CHAIRMAN

Santhosh Gowda, a born entrepreneur, with 28+ years of rich experience in top global property markets, is the Founder of the Strawberry Star Group.

In a span of 12 years, Strawberry Star has emerged as an integral player in the London property market, focusing on Investments, Acquisition, Development, Sales, Lettings & Management, and BTR and Asset Management. Under his leadership, the company has grown in strength with £1.4 billion worth of Assets under Management.

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.

Santhosh holds the Owner President Management Graduate programme from the prestigious Harvard Business School (HBS).



STEVEN BEVERIDGE
CEO

A highly motivated business leader with a track record of driving innovation and growth, Steven is an expert in managing organisations, 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 firm 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 Grant 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).

As the CEO, Steven sets the strategy and direction for Strawberry Star in addition to managing the overall operations.



SATHVIK SATHISH

SENIOR DIRECTOR,
STRAWBERRY STAR DEVELOPMENTS

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-use 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 AND CRM

An established senior Marcom professional with more than two decades of strategic leadership experience in the property sector, technology, FMCG, BFSI, retail, and aviation sectors. Building brands, contributing to enterprise sales, establishing corporate identity, market analysis, digital strategy, and crisis communications are her core competencies.

She has advised 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. 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 and Communications and CRM functions along with branding, visibility and thought leadership.

GET IN TOUCH

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