



Strawberry Star

# Corporate Profile



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## ABOUT US

Strawberry Star launched in 2007 with a vision to provide a fresh approach to real estate - more customer-centric and holistic; providing a unified experience and seamless journey to property ownership, rental, portfolio building, management, and divestment.

Our mission ultimately is to co-create great experiences and value for our communities and stakeholders by providing quality homes, utilising industry best practices, innovation, and technology while maintaining the highest standards of governance, sustainability and ethics.

We listen to our customers and communities - collaborating and embracing new ideas to re-imagine, re-animate and build inclusive places where people want to live, visit, work and play. Growing local economies, green amenities, and services alongside long-term relationships, communities, and award-winning homes.

An agile and innovative approach has enabled us to facilitate more than £1.4 billion in aggregate property investments, creating rewarding outcomes for partners, investors, JV partners, and financial institutions.



Creating award-winning developments



Property development, lettings, management & sales



Placemaking - designing for prosperity, sociability, security and context



CSR making a positive impact on local communities, businesses and services



Specialising in urban regeneration & the development of supporting infrastructure



Mixed-use specialists - integrating high-quality homes with amenities and commercial spaces



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





## OUR PRODUCTS AND SERVICES

### Development

- Urban regeneration & sustainable placemaking
- Property development & project management
- Property underwriting, due diligence & acquisition capabilities
- Structuring property development through equity, debt investments & joint ventures
- Investment advisory, management & risk reporting

### Asset Management

- Build-to-Rent homes
- Lettings and property management
- Estate management
- Association of Residential Lettings Agents (ARLA) qualified staff

### Sales

- Brokerage and advisory
- New homes and secondary market homes
- End-to-end service for overseas buyers and local landlords
- Block sales
- Customer relationship management

OUR JOURNEY

2,000

PROPERTIES  
IN THE PIPELINE

1.5 million

SQ FT ACQUIRED  
TO DATE

£1.4bn

ASSETS UNDER  
MANAGEMENT



## AWARD-WINNING

From selecting locations with great potential to the design of each unit, our customers are at the heart of everything we do, and this ethos has won us many prestigious awards for our developments in London and the top commuter towns.

We have garnered national as well as international recognition, like the International Property Awards, First Time Buyer magazine award, and Housebuilder Awards.

# WINNING PROJECTS







## HOOLA, LONDON ROYAL DOCKS, E16

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

## HAWKER BUILDING, NINE ELMS, SW8

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



## 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

## EMBASSY GARDENS, NINE ELMS, SW8

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

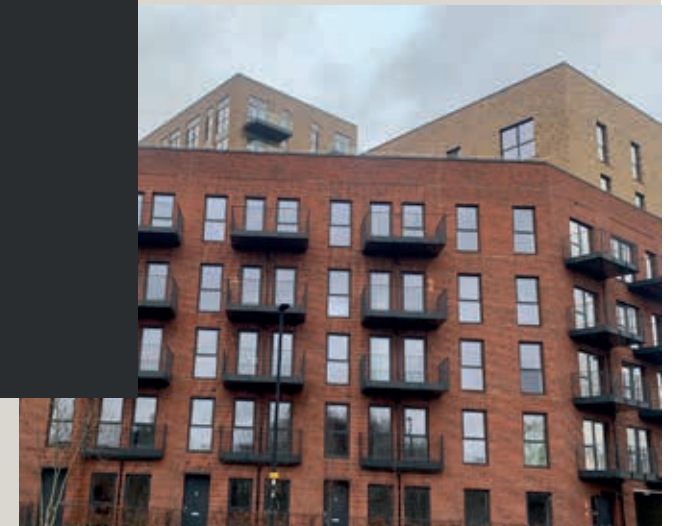


## RIVERLIGHT, NINE ELMS, SW8

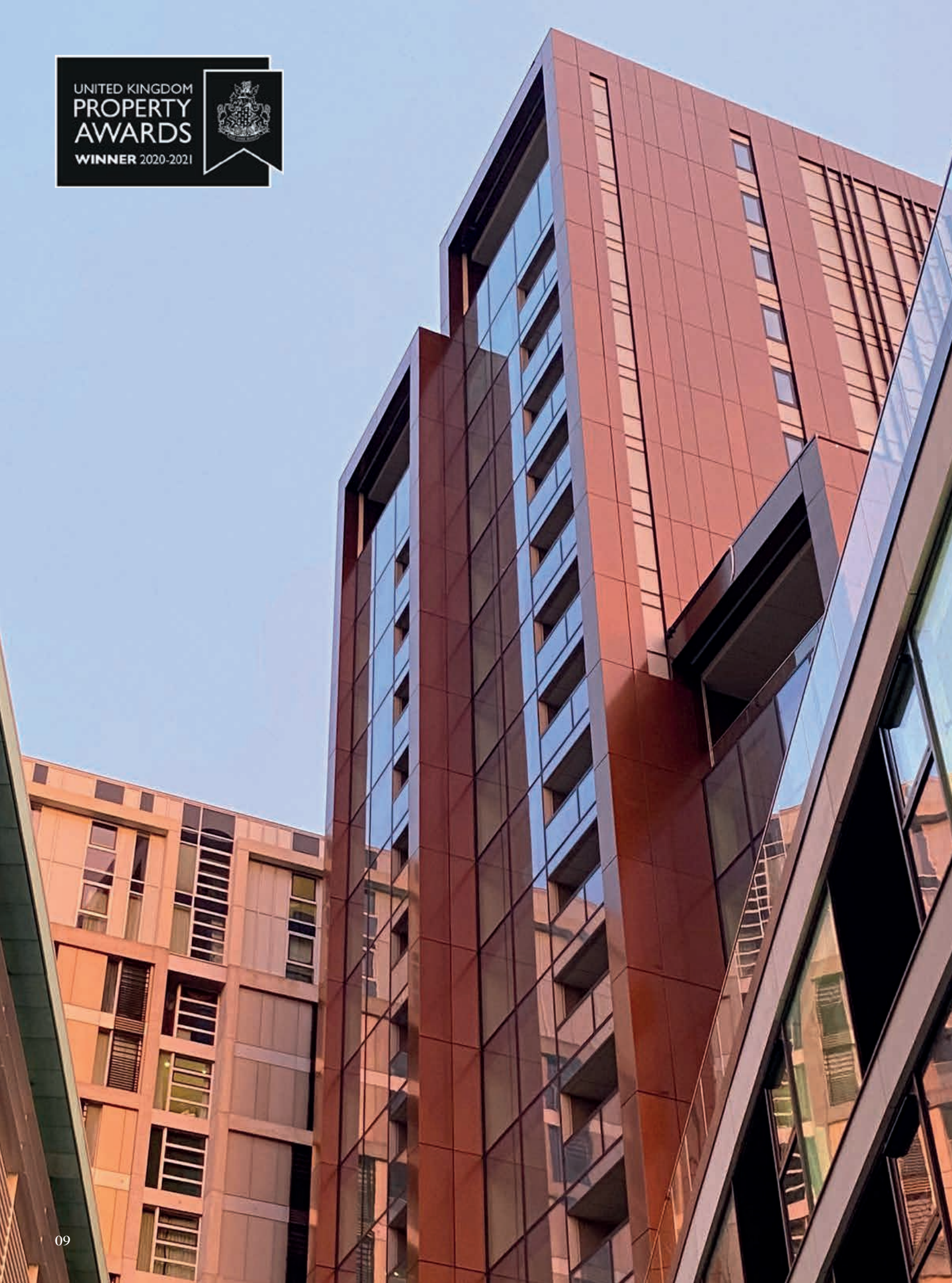
Area: Nine Elms  
Architect: Rogers Stirk Harbour + Partners  
Total Units: 40 Apartments  
Size: 39,401 sq ft  
Acquisition Value: £39.5 million

## GREENVIEW COURT SOUTHALL, UB2

Area: Southall  
Total Units: 111 Apartments  
Acquisition Value: £44.5 million







## BRONZE

Area: Buckhold Road, Wandsworth, SW18

Total Units: 79 Apartments

Estimated Completion: Q3 2021

Planning: Rolfe Judd

Construction Design: ACG – Ayre Chamberlain Gaunt

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

Voted one of the greenest boroughs and one of the best places for young professionals to live in London, Wandsworth, is well connected for getting in and around the Capital, and benefits from great transport links, parks, boutique shops, restaurants cafes, and bars. Bronze is the crowning glory in the final phase of the Wandsworth Business Village regeneration. A 20-storeyed bronze-clad tower with many units commanding views across the picturesque St George's Park and towards Central London.

Bronze is themed after the lighting/lamp industrial heritage of the local area, reflecting the old copper mill as well as the park's autumnal hues but with a modern, more abstract appeal with its name reflecting the burnished colour of the building's cladding.

Stunning outside and in, Bronze has proved popular with a community of owner-occupiers and first time buyers attracted by the array of lifestyle amenities on their doorstep, cycle lanes, and acres of greenery. In this context we allowed the location to do the heavy lifting in creating the sense of place. Bronze merely enhances this with rooftop garden amenities for enjoying the expansive views and meeting neighbours, a stylish lobby for meeting short-stay guests, and an attentive concierge. A short walk to pop-up street food huts, Planet Organic, Tesco, and a shopping mall with independent and well-known brand names, together with gastro pubs and artisan cafes make this an ideal place to call home.



## LU20N

Area: Luton, London commuter belt

Total Units: 877 apartments; 300+ bedroom hotel

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](http://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 Offplan Development in the UK
- Best Mixed-Use Architecture Award for East of England with 5-star rating at the UK Property Awards (IPA) 2020

Located close to London Luton Airport and just 23 minutes from King's Cross St. Pancras Station and 38 minutes from the Chilterns, Luzon offers the best of both worlds – a modern town with excellent business opportunities and accommodation with stunning countryside on its doorstep, a wonderful place to live and work. Luton is among the capital's leading commuter towns, voted no.1 hotspot for first time buyers by Zoopla in 2021, and featuring several times in the top ten for rental hotspots.

By far one of our most exciting mixed-use concepts built around a European-style, tree-lined boulevard and plaza connecting homes to an array of amenities anchored by a Co-op supermarket, places to eat, drink and exercise (8,000 sq ft gym) to local parklands, these doorstep services will nourish the heart of this brand new community.

Luzon will offer five resident gardens for quiet reflection or summer picnics, new commercial office space, a 300-bed star hotel and convention centre, new retail, cafes/ restaurants in a vibrant new community. A perfect example of place-making, Luzon is set to become a brand-new neighbourhood.







## HARLOW QUARTER

Area: Harlow, Essex

Total Units: 447

Architects: Rolfe Judd and Flanagan Lawrence

Acquisition Value: £15.5 million

GDV: £249.5 million

Site: 442,664 sq ft

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

### Creating a new story – Placemaking in action

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 the 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.



# UPCOMING

## UPCOMING PROJECTS

Our vision is to create 2,000 new homes by 2025 in London zones 3-9 and the leading commuter towns. With a focus on lifestyle and communities in locations that benefit from new and existing fast transport links to Central London and business hubs.





## KENTON ROAD

Area: Harrow, London  
Acquisition Value: £10.8 million  
Site: 80,000 sq ft

The site is located strategically on the Kenton Road in Harrow and our plans are 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.

Harrow area has a growing demand for housing and this demand is fuelled by a growing economically active working-age population, who mostly commute into central 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 in 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 easy 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.

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 truly stand out, the new development will emerge as a landmark new address.



## WEMBLEY

Area: 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) and the Housing.

The site 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.

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.





# DEVELOPMENT

## Places are the landscape of experience

Creating a home is about a feeling, about belonging, safety and connection. Understanding this is essential to creating places people aspire to live, work and learn in. Not just in the physical but the emotional sense. Part design, skill, experience, and technical know-how but also very much art, psychology, story and community.

We don't start by looking at a site, we live it and absorb the sense of place, understand its local context and people and what makes it special. We build a picture of its 'little known places' and 'villages' as well its monuments and stories. We engage with local stakeholders, councils, businesses, and the community to help build and design an inclusive community.

Each of our projects has been selected carefully for its local amenities and infrastructure, future potential, local and catchment population, and USPs to ensure we design something special for the needs of the target customer as well as building a legacy.

Our vision is long-term, we look at adding real value and not novelty, adaptable space, quality and reliability, social spaces, design in keeping with the location, efficient and smart use of technology, landscaping that touches all the senses, mixed-uses which provide unique experiences.

Having a holistic view of the property journey from acquisition to planning and development to helping buyers, investors, landlords and renters post-launch and beyond gives us a thorough understanding of what makes a place desirable and what helps keep it that way. We understand that it is not just the spaces in buildings but between them and the local environment, not just the physical but the social that creates comfort, safety, and engagement.



- Identify sites in suitable locations
- Due diligence of schemes
- Investment Committee to approve schemes
- Raise equity and debt
- Evolve deal structure
- Highly qualified delivery team
- Project management
- Innovation
- Construction
- Quality assurance

“



A paradigm shift toward connection, community and wellbeing was thrown into sharp focus by COVID. Isolation, the public/private sphere, work-life balance, and IT infrastructure now take centre stage in design and future-proofing tomorrow's housing needs.

**Steven Beveridge**  
CEO  
Strawberry Star

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# CAPITAL

## STRAWBERRY STAR CAPITAL LTD

We offer varied strategies for investing in real estate and for exiting portfolios and investment vehicles. Identifying favourable opportunities for our local and global investors is just the start. Local, regional, and national know-how is married to expertise in finance and property. A cumulative experience of over 27 years among senior management means we are seasoned at creating value, managing it and realising it. Discovering opportunities for high ROI, gaps and trends in the market both short (mispricing) and long term (behavioural/ lifestyle) to project profiling and pricing analysis.



## CAPABILITIES AND STRENGTHS

- Funds for various projects
- Expertise in raising equity and debt
- Joint venture partnerships

## STRAWBERRY STAR UK PROPERTY FUND LP

- £25 million Development Fund launched 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
- Funding led by our top-5 investors
- 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 and build quality homes at lower capital values for home buyers
- Fund Strawberry Star schemes in London commuter belt towns



## END TO END SERVICE

- Brokerage and advisory
- Portfolio of new homes and mixed-use developments in London and the commuter towns
- Portfolio of new homes as an investment structure
- Bulk sales of homes
- Homes from the secondary market
- First-class sales service for property owners, individual, landlords as well as family investors

Our service to local and overseas buyers, landlords, and investors is designed to maximise their returns and minimise their risks. The journey begins from the first enquiry to initial purchase and pre-completion service, moving through to our lettings and tenancy management if required, and finally, to advice on resale and exit strategies when the time is right.

We help buy-to-let landlords, home-movers, first-time buyers, young families, commuting professionals, and investors buy and sell properties for investment or to live.



# SALES

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We specialise in the sales of brand-new homes in prestigious London developments, award-winning off-plan mixed-use developments in the leading commuter towns, and homes from the secondary market. We are a team of international experts at home in London so we know it inside out. From up and coming areas, hidden gems, prime London residential, cityscape to village green. Nurturing long-term relationships over the merely transactional we look to deliver a seamless experience.

**Cauvery Nanaiah**  
Senior Director, Global Sales and Marketing & CRM



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## OUR OFFERING

- High quality homes in London
- Homes in award-winning and prestigious developments
- Offplan properties in London and commuter towns
- Homes with quick access to Central London
- Resale of homes, including property valuation and global marketing



# PROPERTY MANAGEMENT



## REAL ESTATE OPERATION AND OVERSIGHT

We understand the significance of every property purchase. That's why we have an expert team dedicated to managing your property, from letting to asset and block management. Our mixed-use developments as well as commercial blocks are managed by an in-house Asset Management teams.

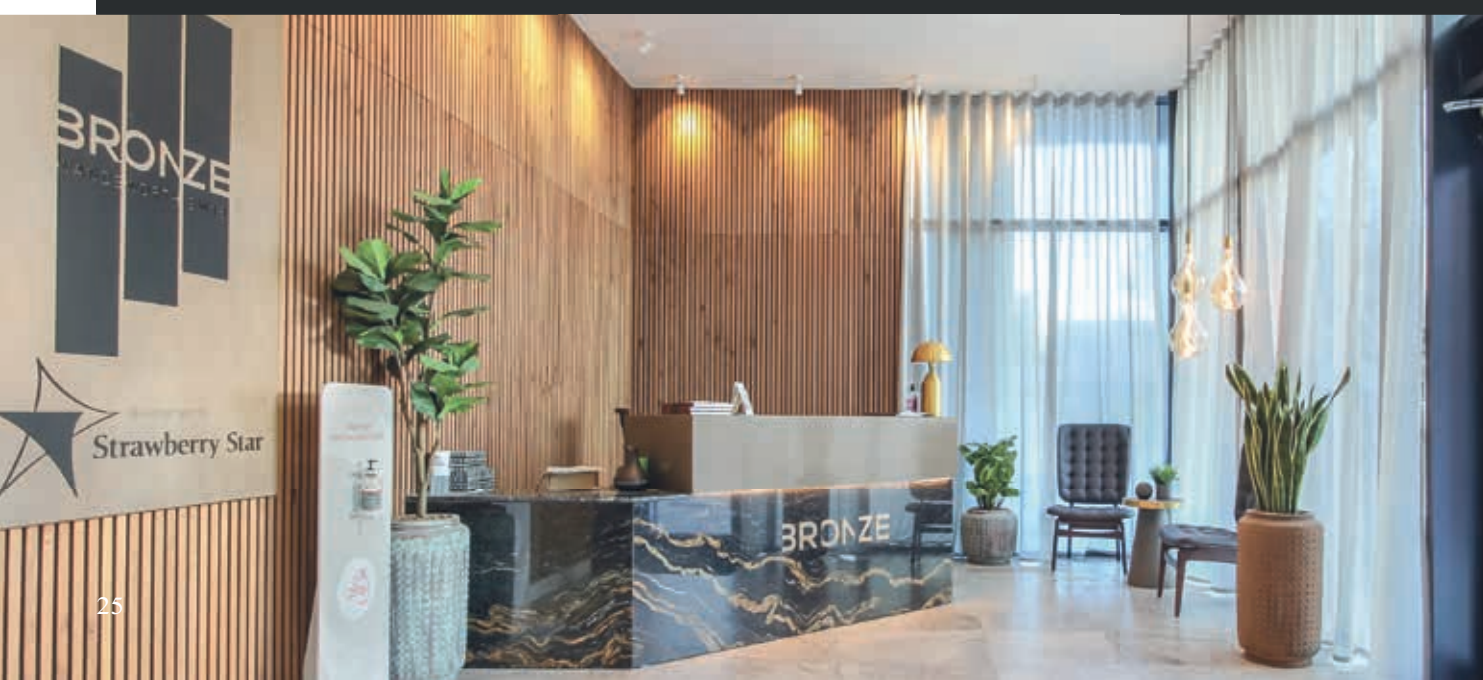
Our experienced teams provide an unparalleled service that is professional, seamless and transparent. We aim to provide a five-star customer experience at every stage of your journey with us.

With office hubs 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.

- BTR operations
- Full spectrum Lettings and property management service
- Association of Residential Lettings Agents (ARLA) qualified staff in each branch
- End-to-end Asset Management Services
- Block Management

## OUR SERVICES

- Manage property and provide diligent oversight
- Maintain and keep property in good repair, renewing and replacing where necessary
- Collect payments and pursue arrears per lease/agreement rules
- Inspect common parts regularly
- Ensure compliance with any lease, tenancy agreement or transfer granted in respect of a property or parking space
- Maintain digital records and registers of documents
- Provide management information/ dashboards to leaseholders
- Carry out risk assessments and maintain health and safety
- Arrange insurances in respect of the property that may be required under the terms of any lease
- Open and operate client bank accounts and hold under trust in accordance with RICS and ARLA Code
- Inform occupants on all relevant legislative and regulatory matters





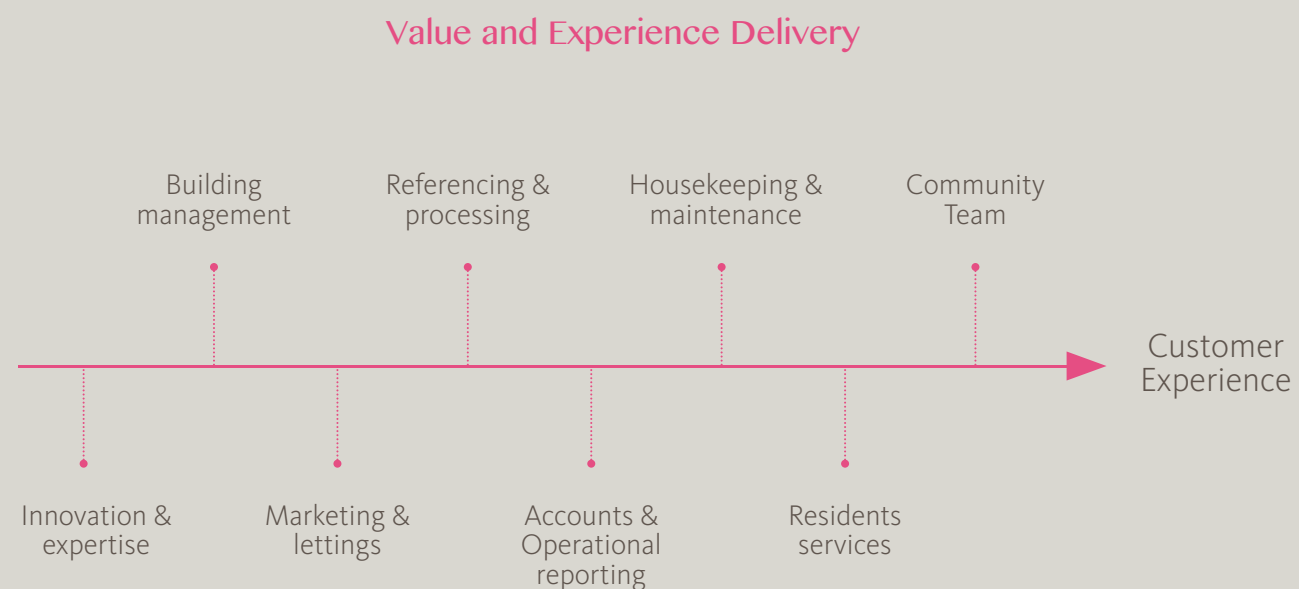
# BUILD-TO-RENT

## DRIVING STANDARDS UP

We know that lifestyles are changing, and rent is no longer plan b - it's a lifestyle choice. Millennials, Generation X, and even Baby Boomers have turned to rent for location flexibility, lifestyle, and amenities. Many like the sense of freedom and additional services that make a busy life more seamless, some enjoy being part of a community, greeting neighbours and developing friendships. Others just like to take part in events and activities or just enjoy the culture and amenities of the location.

Hospitality more than service is, therefore, key to the success of a fully managed experience; dedicated staff who know the ins and outs of the neighbourhood as well as the building and apartment appliances. Curators of information and events, good listeners, organised problem solvers providing hassle-free living. Clever management underpinned by data-driven facilities, efficient operations, building and property management, and the IoT. Our Asset Management Team combines international as well as UK sector experience, working for some of the biggest names in hospitality, property, and Build to Rent.

Designed for today's needs and changed attitudes, our apartments allow for the work from home - play at home culture, with layout and space maximised, lighting carefully built-in, modern furniture made for comfort, and interior design to inspire.



## FOSTERING COMMUNITIES

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.







## VIBRANT BUSINESS OPPORTUNITIES

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.



[strawberrystar.co.uk/commercial-property](https://strawberrystar.co.uk/commercial-property)

## COMMERCIAL PORTFOLIO



### Lu2on

**Location:** Luton

**Opportunity:** 40,000 sq ft of retail and leisure

Just 23 minutes from London by train from King's Cross St Pancras, Lu2on is Luton's largest new development, bringing 40,000 sq 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.



### Camberwell on The Green

**Location:** Camberwell, London

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

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



### Sky Gardens

**Location:** Nine Elms, Vauxhall, London

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

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.



### Hoola

**Location:** Royal Victoria Docks, London

**Opportunity:** 2000 sq ft of office and retail space

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.

## FUTURE COMMERCIAL



### Harlow

**Location:** Harlow Town Centre, Essex

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

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.



# OUR PARTNERS

## Contractors



## Funding Partners



## Architects



## Planning Consultant



## Landscape Architect



## Compliance Advisors



## Structural & Civil Engineer



## Fund Administration



## Quantity Surveyor & Project Manager



## Tax Advisors



## Auditors



## Building Services Engineer & Specialist Consultant



## Fund Auditor



## Law Firm





## 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 currently.

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 new homes by 2025 in London zones 3-9 and the UK capital's popular commuter belt towns. 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).

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





**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 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 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 strategy and direction for Strawberry Star in addition to managing the overall operations.



**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.



**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 under writing 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 and Marketing & 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.



**Kaushal Niraula**  
Chief Operating Officer

Kaushal Niraula was appointed as Chief Operating Officer in January 2021. Kaushal has led a variety of teams since joining in 2019 as Chief of Staff. Prior to Strawberry Star Kaushal has worked with the Arora Group across wider real-estate, infrastructure and was responsible for company strategy, new markets entry, forecasting, regulation and corporate process improvement.

Kaushal started his career with Serco Group Plc working on transport, health, global offshoring, BPO, and organisational transformation and M&A. He is also a Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce.



**Narinder Dhillon**  
Commercial Director

Narinder has 30 years of construction and development experience. He has worked for Developers, Managing Contractors and Project Managers in the UK and the overseas markets. Projects have included technically demanding, high-quality residential, commercial and hotel developments with a specific focus on multi-phase, mixed-use regeneration developments.

Narinder has a wide range of commercial leadership and management experience working with leading industry professionals and companies throughout his career. He passionately believes the key to success in development is being innovative, responsive and developing balanced, strong, and cohesive teams with integrity and commitment.





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

An accomplished financial professional, Rahul possesses 18+ 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, 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.



**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 and Performance and 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.





“Places we love make us  
feel at home.”

Anon

#### Strawberry Star Group

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#### Lettings and Sales Nine Elms

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