



PKH VENTURES LIMITED

Date: 06-12-2021

To,
CARE Advisory Research and Training Limited
A-1102/1103, 11th Floor,
Kanakia Wall Street,
Chakala, Andheri - Kurla Rd, Andheri East
Mumbai- 400093

Dear Sir,

Mandate for Industry Research Report

Please refer to our discussions regarding Industry Research Report on Construction - Residential Estate Industry in India, Construction - Commercial Real Estate Industry in India, Domestic Hotels & Tourism industry, Restaurants and QSR industry in India, Road Transport Industry in India for M/s. **PKH Ventures.**

CARE Advisory's Industry Research Report would include the following points:

- **Overview of Global Macroeconomic landscape**
 - Macroeconomic view of global economy
 - Economic Impacts of COVID-19 across world
- **Overview of Indian Macroeconomic landscape**
 - GDP & GVA performance – trend
 - IIP data & its trend
 - Per Capita GDP, Income and Per capita consumption (Past & Outlook)
 - Trend analysis of private final consumption expenditure (PFCE) and outlook
 - Consumer Price Inflation
 - Indian economy outlook
- **Overview of the Construction - Residential Estate Industry in India**
 - Brief overview on the residential real estate industry
 - Demand drivers for the residential real estate industry (affordable housing, economic growth, Government policies, interest rate regime, urbanization, income levels)
 - Investment trends (outstanding investments, key indicators by state, trend in

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PKH VENTURES LIMITED

(Formerly known as PKH Ventures Private Limited & P.K. Hospitality Services Private Limited)

CIN : U55100MH2000PLC125159

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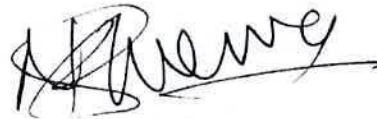
Regd. Office : 201, A Wing, Fortune 2000, 2nd Floor, C-3 Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
Phone : 022 - 35722456 / 79635174 • Email : admin@pkhs.in

new launches in top 8 cities, trend in demand-supply scenario of top 8 cities)

- Trends in unit sales and unsold inventory in top 8 cities
- Property prices (RBI housing price index – by size, RBI housing price index – By cities, trend in affordability index, and NHB Residex)
- Challenges to growth of residential real estate (land availability, outdated by-laws, tax and demand shifts, approval and procedural difficulties, funding crunch, rising input costs and their bearing on final real estate prices)
- Regulatory framework in the residential real estate space (schemes for affordable housing, RERA, arbitration norms for companies, REITs, FDI in real estate)
- Outlook on the growth in residential real estate.

➤ **Overview of the Construction - Commercial Real Estate Industry in India**

- Overview of the domestic commercial real estate sector
 - Facets of commercial real estate with an overview of each (office, malls and retail, hospitality/wellness, industry/warehouses)
 - Current demand for commercial space (city-wise, segment-wise), impact of pandemic
 - New completions, net absorption of current inventory and vacancy for grade-wise office spaces
- Investment trends
- Demand drivers (growth in e-commerce, port congestion, increased tourist activity, shift of manufacturing out of China, higher growth of pharma industry propelling demand for warehousing, cold chain logistics)
- Challenges faced by the industry



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- Regulatory framework and FDI
- Outlook on the commercial real estate space

➤ **Overview of the Domestic Hotels & Tourism industry**

- Industry Overview of the hotels industry
 - Region-wise and category-wise occupancy rates, region-wise and category-wise average room rates, average category-wise stay of domestic and foreign tourists with commentary on movement in pricing, occupancies and duration post pandemic
 - Trend in foreign tourist arrivals (by purpose of visit, nationality, country of visit, age group, state visited, share of foreign tourists in occupancies of hotels of different categories).
 - Trend in domestic tourist movements (by state, share of occupancies in different categories of hotels, state-wise visits)
- Investments (outstanding projects, new investments – by state and ownership groups, trend in new investments, trend in stalled hotel projects) asset-light model adopted by newer hotel companies
- Demand drivers (leisure tourism, MICE tourism, increased preference for starred hotels by domestic tourists, demand from millennials, changing demographics)
- Challenges
 - Shift in trends due to homestays and Airbnbs.
- Government initiatives, policy support and development of tourist spots by Central and State Governments
- Outlook



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➤ **Overview of the restaurants and QSR industry in India**

- Industry Overview
- Demand scenario for restaurants and QSRs (higher demand from tier-2 and 3 cities, rising middle class, mall culture, convenience aspect, affordability)
- Impact of the coronavirus pandemic on restaurants and QSRs
- Challenges faced by QSR industry (maintaining margins, competitive environment, fickle customer loyalty, shorter TAT, increased penetration of niche, experience-driven restaurants)
- Entry of global players
- Industry outlook for restaurants and QSRs

➤ **Overview of the road transport industry in India**

- Overview of the road transport industry
 - Trends in roads construction
 - Trends in growth in toll collections, Electronic toll collections etc.
- Key demand drivers
- Regulatory framework and Government initiatives – Bharatmala, National Monetization Pipeline.
- Growth outlook

Timelines

Draft Report: On or Before 20th December 2021

(subject to clearance of payment)

Final Report: Within 2 days of receipt of all observations on the Draft report.

Commercials

The non-refundable fees, for the above assignment shall be [REDACTED] plus applicable taxes. Payment terms will be as below mentioned:

50% Fees Advance along with the mandate

50% Fees Before submission of draft report



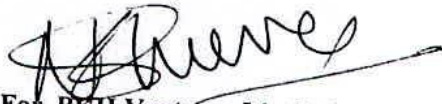
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Mumsh Chawon
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Out-of-pocket expenses, if incurred, would be charged separately and would be payable within 7 working days of presenting the bill.

Thanking you,

Yours faithfully,

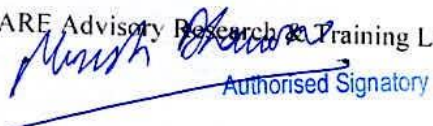


For, PKH Ventures Limited

Accepted

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CARE Advisory Research And Training Limited



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