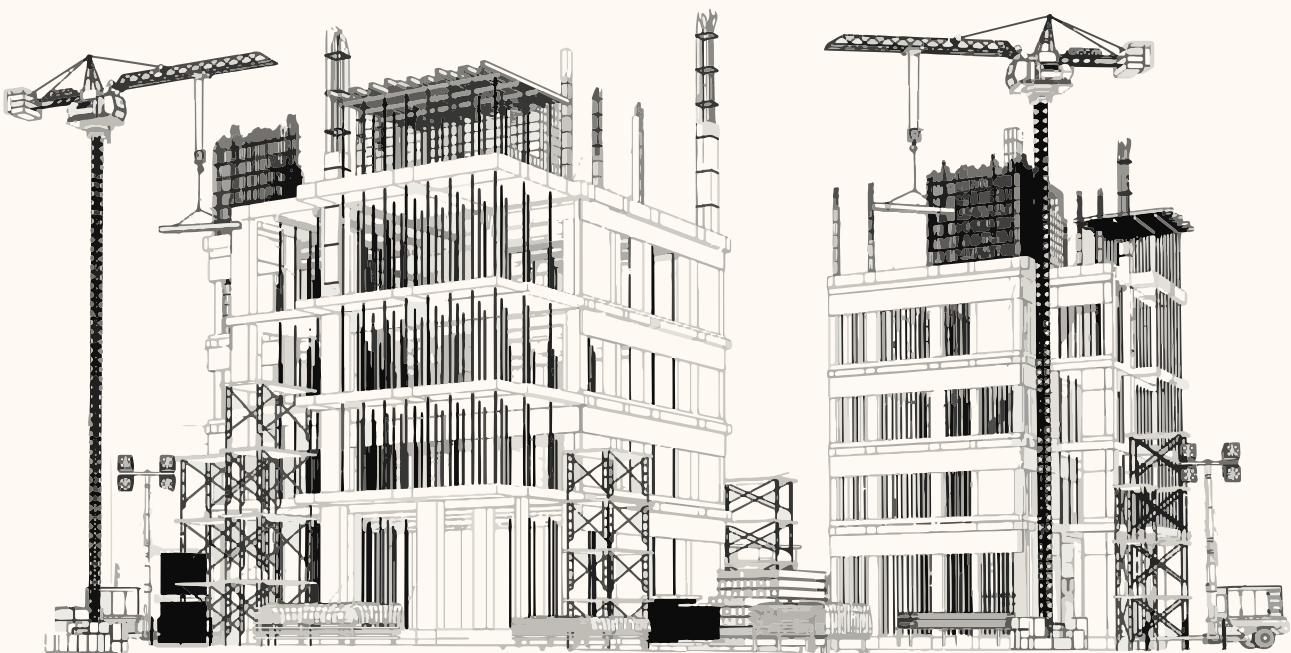


matrix RECON

TRUST | TRANSPARENCY | TEAMWORK

Adding **TRUST** &
EFFICIENCY to the
Real Estate Ecosystem





About us

In 2007, a bunch of passionate and persistent individuals formed **Matrix Recon Pvt Ltd** to help developers sell their inventory in a much more efficient and professional manner. Their profound understanding of processes while performing core activities made them excited enough to deep dive into the developers' ecosystem and revolutionize it by creating advanced business solutions involving **finance, marketing** and **technology** that focus on streamlining overall business performance and operational productivity, thereby increasing margins by reducing cost and improving efficiency.

We are thus in the business of Realty Optimization and have since handled projects across Mumbai and Hyderabad. Our transparency in dealings, strong work ethics and committed teamwork are the reasons why our clients put their complete faith in us and are enabled to focus on what they do best and leave the rest to us.



What we do:

Realty Optimization is a combination of services that help the developers to Acquire projects, Accelerate Sales, Facilitate Project Finance, Improve Productivity and thereby enhance their Profitability.

We are presently doing this through our 4 core services, which are:

- Redevelopment Project Acquisition
- Financial Reinforcement
- Sales Acceleration
- Project Management Consultancy

Beyond this, we also provide **Turnkey Redevelopment Education** and **Advisory Services** to Co-operative Housing Societies.

Our Ideology

We at Matrix Recon have always put our values before our goals. We believe in aggressive growth, but only if it is achieved without compromising the non-negotiable standards that we have set for ourselves. The Matrix Work Culture is instilled in each of our team members and we ensure that it is adhered to at any cost. There are a set of 4 values that form the cornerstone of Matrix Work Culture:



ETHICALITY : We assure and ensure that all dealings we have with each and every stakeholder are fair and ethical. No false promises, exaggerations or misleading statements are ever made because business should not be at the cost of the brand. Our stakeholders take comfort in the fact that they are dealing with trustworthy and honest people.



RELIABILITY : We always finish what we start. We work with persistence and do not give up until the objectives are achieved. We have always stood strong with our stakeholders and ensured that we deliver on our commitments.



EMPATHY : We have always understood the viewpoint of our stakeholders and hence have always been able to provide what is best for them. We ensure that our client gets more bang for their buck, be it marketing budget, sales negotiation or providing the right associates, we act keeping the perspective of clients.



TRANSPARENCY : We maintain transparency in all transactions with our stakeholders, which means, no information is hidden or distorted from them. It is no surprise that our clients and associates blindly put their faith in us.



Services at a Glance



Redevelopment Advisory Services

For Housing Societies:

- Information on Redevelopment Process
- Primary Feasibility Report
- Model and Scheme selection
- Vendors and Professionals Curation
- Project Financing

For Developers:

- Curation of Developers Profile
- Crafting of Presentation for the committee
- Facilitating the tendering process
- Facilitating LOI signing
- Project Financing
- Sales and Marketing

Financial Reinforcement

Debt Equity Optimization

- Strategic Financial Scheme Structuring
- Retail Finance



Project Management Consultancy

The Mandated 79(a) processes to facilitate
pre-redevelopment procedures
Managing Timelines and Quality of Project



Sales Acceleration

- Market Research
- Competitive Market Analysis
- Cashflow Projections
- Marketing and Sales Strategy
- Aggressive Sales Execution
- Customer Relationship Management
- Market Absorption
- Selection of Ideal Configuration
- Collection Management
- Possession and Handover

Redevelopment Advisory Services

For Housing Societies

We help the Housing Societies understand the entire redevelopment process in a “jargon free” manner, thus enabling them to have better synergy, take logical decisions while choosing the Redevelopment model (Self Development, Developer led, or DM led) and avoid any pitfalls.

We also help creating a Primary Feasibility Report that helps understand the potential of the project, the maximum extra area, the finance required, what would be the optimum amount to expect from the developer, etc. What's more, we carefully recommend the vendors (PMCs, DMs, Developers, Architects and Contractors with a proven track record), help facilitate funding to the society, and also help the society in the sales and marketing of the saleable part of the project.

For Developers:

Though redevelopment is a good option for Builders and Developers to grow their business in a land-starved Mumbai, the complexity of dealing with societies and the sheer effort to just get the official nod has often made them shy away from such ventures.

Matrix Recon Pvt. Ltd. is a trusted name with many of the co-operating housing societies where our industry experts provide Society Redevelopment and Advisory services. This enables us to strongly recommend the services of our clients and accelerate the process of project acquisition making a win-win deal.

We facilitate developers to build a robust company profile and prepare a powerful presentation compatible to the housing society. What's more, we even facilitate the tendering process, Letter of Intent, project financing, and Sales and Marketing of the property.

- Education on Redevelopment Process
- Primary Feasibility Report
- Redevelopment Model Selection
- Vendors & Professionals Curation
- Project Financing
- Sales and Marketing



- Curation of Developers Profile
- Crafting of Presentation for the committee
- Facilitating the tendering process
- Facilitating LOI signing
- Project Financing
- Sales and Marketing



PROJECT MANAGEMENT CONSULTANCY:

Matrix Recon Pvt. Ltd. has an in-house team of engineers who are highly experienced PMCs. Right from facilitating 79(a) processes, handling of documentation and agreements, or overall planning, execution and management, our team ensures smooth execution by providing end-to-end solutions.

Even the most tedious activities like liaisoning, interacting with contractors, sub-contractors and all other consultants are taken care by our Project Management Team to ensure an efficient and worry-free experience to our clients.

- The Mandated 79(a) processes to facilitate pre-redevelopment procedures
- Managing Timelines and Quality of Project
- Handling Documentation and Agreements
- Co-ordination with the Society on Technical and Commercial Aspects

Financial Reinforcement

We have a track record of getting the best financial options for our clients right from a simple project to heavily complicated ones. We are in a great position to make this happen and negotiate the best deals for our clients owing to the strong relations we have with a multitude of Banking and Non-Banking Institutions like NBFCs and Real Estate Funds.

We also ensure post funding support to help prevent any cashflow hurdles in the event of unwanted obstacles in project execution. Our clients can rest assured that the projects will never be stuck owing to funding or cashflow challenges.

What makes our services more lucrative is our expertise in structuring financial products in an end-user friendly manner, where the financial flexibility they enjoy gives an added stimulus to the sales momentum.

What's more, we are also instrumental in structuring pro-rata funding, parallel funding, flexible funding and subvention schemes to raise consumer confidence.

**34 PROJECTS
FUNDED**

**₹1200 CR+
FUNDS SANCTIONED**



- Project Finance
- Approval Funding
- Construction Finance
- Mortgage Loans
- Inventory Funding
- Lease Rental Discounting
- Last Mile Funding
- Stressed Asset Funding
- NPA/NCLT funding
- Cash-out Funding
- Private Equity funding
- Debt Equity Optimization
- Strategic Financial Scheme Structuring
- Retail Finance



Sales Acceleration

You can trust Matrix Recon to sell even the most complicated properties, that too with minimal marketing spend. With us around, selling is no longer a headache for developers.

Our Sales Specialists, combined with an army of 10,000+ brokers and channel partners Accelerate Sales and that too without compromising on Price or Cashflow.

One of the main reasons for our resounding success with our clients is our expertise in Market Research, CMA, Sales & Marketing Strategy, etc. and dedicated effort invested in market research. What's more, our vibrant CRM team handles end to end co-ordination with the customer, right from pre-sales to booking till possession, they ensure smooth cashflow with their persistent follow-ups. Matrix has served successfully in the cities of Mumbai and Hyderabad

- Market Absorption
- Competitive Market Analysis
- Selection of Ideal Configuration
- Cashflow Projections
- Marketing and Sales Strategy
- Aggressive Sales Execution
- Customer Relationship Management
- Collection Management
- Possession and Handover

1200+
UNITS SOLD

PROJECTS EXECUTED
₹1350 CR+

Our Team



Shreya Mody

- BE, MBA (Investments)
 - 15 years of experience in Real Estate Sales and Finance
 - More than 2 decades of experience in IT, Logistics and Investment Banking
 - Recipient of Best Corporate Broker Award (West India) – Estate World
 - Governing Body Member of NAR - National Association of Realtors
- Treasurer of SMART, a premium Association of South Mumbai realtors
 - Handles detailed financial and market data
 - Leads the Institutional Transaction Advisory business



Manisha Mehta

- Serial Entrepreneur
- Real Estate Industry veteran of more than 15 years
- Graduate from Accounting and Finance stream
- Recipient of Young Achievers Award – Estate World
- Leads Business Development Function
- Large network of Brokers across multiple locations
- Successfully built and sold an IT company specializing in software built for Chartered Accountants



Pankaj Shah - (RE-DEVELOPMENT)

- B.E. (Civil), MACI. (USA), MIE., MICI, MISSE
 - Chartered engineer, Structural Engineer and Architect
 - Experience of 38 years in handling Sizeable and Diverse Civil Projects
 - Provided PMC services for Redevelopment of Housing Societies with over 3 million sq ft construction.
 - Handled projects in industries like Petroleum plants, Textile processing, Effluent treatment, Cement plants, etc.
- Managed Repairs & Restoration works in Co-op Societies, Industrial Units, Corporate buildings
 - Past President of the India Chapter of American Concrete Institute





Sanjay Mehta - (RE-DEVELOPMENT)

- DBM, DMTC.
 - Experience of 30 years in Marketing and Management
 - Been a Senior Manager in Multi Brand Retail
 - Excels in Customer Relations
 - Trusted Advisor to Housing Societies and Professionals
 - In depth knowledge of the redevelopment feasibility and process
 - Evolving win-win solution for all parties
- Excellent communication skills



Sushant Vaishav - (FINANCE)

- 15 years of Industry experience - Real Estate and Infrastructure Investment Banking
 - West Zone Head - Construction Finance and Syndication - PNB Housing Finance
 - Heading four States (Maharashtra, Gujarat, MP & Chhattisgarh)
 - Union Bank of India
 - Centrum Capital
- Reliance Capital
- IDBI Capital Markets
- MBA in Finance from NMIMS University, Mumbai.
- His past experience includes heading over 2300 Cr of disbursements in his banking career



Tabrez Khan - (MARKETING & SALES)

- 15 years of experience in the Real Estate Sales and Marketing Space
 - Worked with Reputed Developers and IPCs like Square Yards, 360 Realtors and India Homes
 - Has taken a start-up Real Estate Division from 0 to 1000 team members
 - Excels in his negotiation skills
 - Cutting-edge Salesperson
- Under his leadership, executed transactions worth over ₹5750 Cr and sold 4000+ units of property
 - Conceptualizes and guides the growth of the Sales and Marketing Division

Testimonials

Matrix Recon has been instrumental in helping our housing society understand the feasibility of our redevelopment project with absolute clarity and transparency. We highly recommend the Matrix team to anyone looking for reliable and professional services to redevelop their housing society. We are incredibly grateful for the outstanding services provided by the team.

Mr. Rajesh Menon,
Secretary, Magic Carpet CHSL



I am overjoyed with their achievement as this gives me immense pleasure to see women entering this industry, an industry which is actually tailor made for women realtors. Manisha & Shreya have worked very hard and have proven their worth. It's an absolute pleasure for us as a team to strive hard to excel and then receive accolades from the industry and people around.

Mr. Sam Chopra,
Chairman, RE/MAX India Franchise



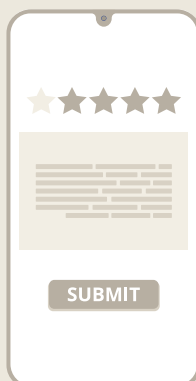
Matrix Group provided invaluable financial consultation services for our real estate projects. They offered expert advice on funding strategies which any other agency didn't offer us. They have a team of experts which are well connected with leading banks and NBFCs. We highly recommend Matrix Group for their exceptional financial consultation services."

Mr. Atit Shah,
Partner, Atharva Realty Pvt. Ltd.



Highly recommend Matrix Recon Pvt Ltd's team for their ethical and hardworking approach. Their marketing strategy and suggestions helped in converting a good number of closures. Despite the lockdown, their team did an excellent job. Special shoutout to Krupa and Priti from their CRM team for exceptional support and coordination with customers and home loan team. Overall, very professional and satisfactory service.

Mr. Rajiv Shah,
Promoter, Triumph Ventures



In spite of the lull and adverse sentiments for buying new property in last one year the Company has successfully sold out more than 50% of total project sale target and have adhered to the sales target which were set in the beginning. The team has a systematic and methodical approach towards devising a Sales strategy based on ground realities which has resulted in achieving the sales target.

Mr. Devesh Motta,
Director, Atul Corporates

Great experience working with a company that provided exceptional service, going above and beyond expectations. Matrix assisted with all stakeholders, and even provided additional support beyond the task at hand. They collected documents from landlords, ensured banking paperwork was satisfactory, and coordinated with customers for payment and loan process. Highly recommend Matrix for their outstanding support!

Mr. Umakanta Katta,
Director, Vedic Constructions

We recently had the pleasure of working with the Matrix team to purchase a flat, and we are extremely happy by the level of expertise and attention to detail the staff demonstrated. The team was always one step ahead, in anticipating our needs and addressing any concerns before we even had the chance to voice them. We felt like we were in the hands of true professionals, who had our best interest at heart.

Dr. Ashish Bhumkar,
Client, South Bay

It is rare to find a business that not only delivers excellent service but also does so with integrity, honesty, and transparency. They took the time to understand my unique needs and worked tirelessly to ensure that they met my expectations. Their post-transaction service showed that they genuinely cared about their customers' satisfaction and were committed to building long-term relationships.

Mr. Soham Modi
Promoter, Modi Properties

We were thoroughly impressed with their professionalism and efficiency. They provided funding for one of our projects in record time, and the work was done quickly and smoothly although we never had any past track-record of taking institutional finance. Matrix Group's commitment to their clients is evident in every step of the process. Their team is knowledgeable, responsive, and dedicated to ensuring a seamless experience for their customers.

Mr. Vikram Mehta,
Promoter, Mесаcon Group



Awards



Events



SUCCESSFUL PROJECTS

FOR MARKETING AND SALES



Siddhivinayak
Borivali, Mumbai



The South Bay
Malabar Hill, Mumbai



Mehta Premiere
Borivali, Mumbai



Madhu Kunj
Borivali, Mumbai



Greenwood Heights
Kowkur, Secunderabad



Tigon Elite
Chembur, Mumbai



Bloomdale Residency
Hyderabad



United Avenues
Narsingi, Hyderabad

SUCCESSFUL SANCTIONS

FOR FUNDING



Atul Trans Avenue
Andheri, Mumbai



F Residencies
Chembur, Mumbai



Mesacon Jewel
Andheri, Mumbai



Siddhivinayak
Borivali, Mumbai



Inopolis
Hyderabad



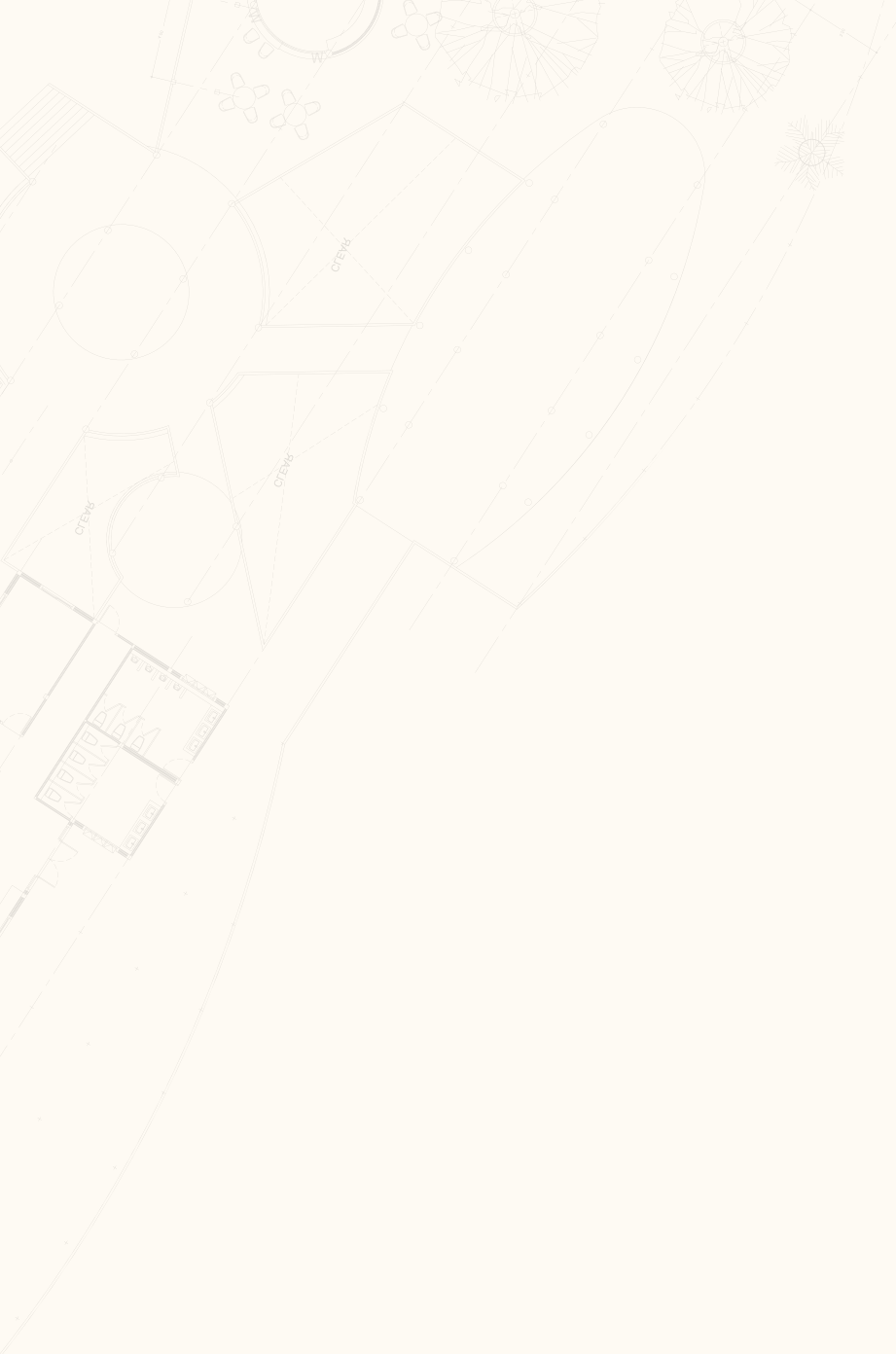
Gulmohar Heights
Hyderabad



Atharva Navasamaj,
Vile Parle, Mumbai



Bloomdale Residency
Hyderabad



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