

OUR 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
Mumbai



Atharva Navasamaj,
Vile Parle, Mumbai

**matrix
RECON**
Partnering In Your Success Story



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BEING SUCCESSFUL

in the construction
business just got easier

We get you the
PROJECTS

We get you the
FINANCE

We get you the
SALES



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RECON**

Partnering In Your Success Story

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 ethic and mind-blowing 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.



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

REDEVELOPMENT PROJECT ACQUISITION

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-operative housing societies where our industry experts provide Turnkey Redevelopment Education and Advisory services which involves educating the members on the best method of redevelopment, drawing up feasibility reports, sourcing the required vendors, etc. This enables us to strongly recommend the services of our clients and also accelerate the process of project acquisition making a win-win deal.



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

WHAT WE DO

Realty Optimization is a combination of services that help the developers to **Gain projects, Accelerate Sales, be Financially Healthy, Improve Productivity** and thereby enhance their Profitability. We are presently doing this through our 3 core services, which are **Redevelopment Project Acquisition, Financial Reinforcement** and **Sales Acceleration & CRM**. Beyond this, we also provide **Turnkey Redevelopment Education** and **Advisory Services** to Co-operative Housing Societies.

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 strong position to negotiate the best deals for our clients owing to the strong relations we have with a multitude of Banking and Non-Banking Institutions. What's more, 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.

34 Projects Funded | ₹1200 CR+ Funds Sanctioned



SUSHANT VAISHNAV
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

SALES ACCELERATION & CRM

Matrix Recon has a robust sales and marketing model where we provide expert solutions in critical areas where the developers needs expertise like Market Research, Need Assessment, CMA, Sales & Marketing Strategy, etc. Our core team of who specialize in real estate sales combined with an army of more than 10,000 brokers and channel partners help us Accelerate Sales and that too without compromising on Price or Cashflow from Booking till Possession our CRM team handles everything, they ensure smooth cashflow with their persistent follow-ups. Matrix has served successfully in the cities of Mumbai and Hyderabad. We have a unique expertise in selling the most complicated properties too with minimal marketing spend, thus we say that we sell the unsaleable.

Units Sold: 1200+ | Value Of Projects Executed: ₹1350 CR+



TABREZ KHAN
MARKETING AND 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
- 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
- Excels in his negotiation skills
- Cutting-edge Sales Person