

OVERVIEW

Cityscape India 2009 – India's premier international business-to-business real estate development and investment event successfully concluded on 11 December, welcoming more than 2,300 participants including international and regional real estate investors, developers, architects, consultants, designers, property advisors, government officials and financiers.

Now in its second year, Cityscape India 2009 presented three days of stimulating and dynamic environment for key industry professionals to network and create cutting-edge strategies to move the industry forward. Cityscape implemented the following initiatives to facilitate networking, idea sharing and market intelligence for the key decision makers of India's real estate market:

- Cityscape partnered with Cityscape Intelligence and produced an integral market report "Focus on India".
- **Cityscape Connect India Business Breakfasts** – the first in a series of not-for-profit networking functions held in Mumbai and Delhi provided forums for top real estate professionals to interact and discuss key industry issues.
- **Investor Round Tables** – an exclusive invite only forum featured some of the most prominent figures in global real estate gathered and discussed the key topics relating to real estate investment.
- **Investors & Developers Networking Reception** – brought investors and developers together to network, meet new clients, create joint venture partnerships and access unbiased information on the Indian real estate market.
- **Urban Leaders Symposium** – this forum highlighted best practice by a panel of local and international city governments who have developed successful solutions to the complex problems of cities and urban development.



SHOW PROFILE

Number of years show has run:

2 years

Venue:

Bombay Exhibition Centre

Date:

9 – 11 December 2009

Participants

Number of participants:	2,329
Participating countries:	22
Average days attended:	1.2

Special Networking Events

Cityscape Awards for Real Estate in India:		9 December
Urban Leaders Symposium:		9 December
Great Real Estate Debate:		9 December
Investor Round Tables:	9 – 11 December	Developer Project
Showcases:	9 – 11 December	
Open Discussion Forums:	9 – 11 December	
Investors & Developers Networking Reception:	10 December	
Networking Cocktail Party:	10 December	

2009 SPONSORS

Platinum Sponsor



Gold Sponsor



Silver Sponsor



Award Sponsors



Associate Award Sponsors



Cocktail Party Sponsor



Global Supporters



Urban Leaders Symposium Partners



Cityscape India Supporters



Knowledge Partner



Official Indian TV Partner



Headline Media Partners



EXHIBITOR PROFILE

Real Estate Developers:

Residential, Office, Commercial, Hotel & Leisure, Retail, Industrial

Cities and Regional Authorities:

Investment Promotion Agencies, Economic Development Authorities, City Promotion Agencies and Authorities, Location marketing agencies, Regional Development and Investment Zones, Inward Investment Organizations

Real Estate Investors:

Banks, Financial Institutions, Investment Companies, Pension Funds, REITs, Venture Capitalists, Insurance Companies, Hedge Funds, Fund Management Companies, Private Equity Investors, Asset Management Companies, Sovereign Wealth Funds, Private Investors

Real Estate Owners

Real Estate Advisors

Real Estate Solution Providers

Real Estate Development Consultants

Architects

Designers

Urban Planners

Consulting Engineers

Contractors

Construction Companies

Project Management Companies

Corporate End Users

Retailers

"We see Cityscape India as THE annual opportunity to endorse 'Brand Rakindo' as a leading property development company on the regional and international realty map."

Prasad Koneru, Managing Director,
Rakindo Developers

EXHIBITORS BY COUNTRY



Reasons for Exhibiting:

- 87% To seek contacts for future business
- 86% To raise profile of company/ organization
- 65% To seek new contacts
- 56% Meet existing clients or partners
- 48% To seek immediate business
- 41% To establish a presence in a new market
- 21% To monitor activity of competitors
- 17% To look for a local agent
- 15% To meet retailers
- 12% To look for investors
- 10% To establish joint ventures

Success of Exhibitors:

- 81% of exhibitors stated that the visitor quality met their expectations
- of exhibitors considered Cityscape India to be crucially important to their marketing activity in the region
- 79% of exhibitors considered Cityscape India to be the leading event of its kind in the region
- 74% of exhibitors were successful in meeting their overall objectives at the show
- 73% of exhibitors considered Cityscape India a an event that is constantly improving
- 72% of exhibitors would recommend exhibiting at Cityscape India 2010
- 71% of exhibitors considered Cityscape India to be crucially important to their marketing activity in the region
- 70% of exhibitors stated that by exhibiting at Cityscape India, it improved their business prospects both locally and internationally



VISITOR PROFILE

Institutional Investors
Banks and Financial Institutions
Real Estate Investors
High Net Worth Individuals
Commercial Residential Real Estate Dev.
Real Estate Owners
Real Estate Advisors
Investment Promotion Agencies
Architects and Designers
Real Estate Portfolio Managers
Real Estate Solution Providers
Project Managers and Directors
Municipal & Regional Govt. Authorities
Construction Companies

Senior Executives of key organisations involved in the design and construction of:

Hotel and Leisure Developments
 Office Towers
 Residential Developments
 Marina and Waterfront Projects
 Development Projects
 Government and Civic Buildings
 Leisure and Theme Parks

VISITORS

What were the prime reasons for attending this event?

- 76% Keep up to date with projects and players in the market
- 62% To meet service providers (architects, consultants, project managers, etc.)
- 58% To seek business opportunities
- 56% Meet potential/new business partners
- 32% To establish joint ventures
- 30% To source for investments in the Indian market
- 30% Meet existing business partners
- 14% To source investment from other markets (outside India)

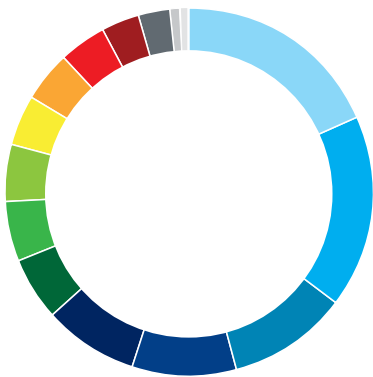
Interesting Statistics

- 98% of visitors felt that the event is an efficient way to make new quality contacts
- 86% of visitors stated that the Cityscape India 2009 met and exceeded their expectations
- 80% of visitors intend to visit Cityscape India 2010
- 80% of visitors rated Cityscape India as a 'must attend' event in India
- 76% of visitors thought the quality of exhibitors at Cityscape India was good
- 72% of visitors felt that Cityscape India enhanced their future work and knowledge

VISITORS BY COUNTRY



VISITORS' NATURE OF BUSINESS



Residential Real Estate Developers	42%
Commercial Real Estate Developers	38%
Architects	24%
Consultants	21%
Construction companies	19%
Engineers	13%
Project Management	12%
Real Estates Agents / Brokers	12%
Private Investors	10%
Contractors	10%
Suppliers	9%
Banking	8%
Retailers	6%
Cities and Regional Authorities	2%
Law Firms	1%

VISITOR INTEREST IN SOURCING FROM THE EXHIBITION



Investment Opportunities	28%
Architectural Design	26%
Consultancy	24%
Engineering	18%
Project Management	18%
Joint Ventures / Partnerships	18%
Others	14%
Contracting	10%
Property Management	9%
Energy Management	8%
Leasing Opportunities	7%
Franchising Opportunities	7%
IT Solutions	6%
Spatial Designs	5%

"Cityscape India 2009 conference has been very good; topics chosen are very relevant and enlightening. Quality panelists and thought provoking discussions. Thoroughly enjoyed the event."

Vimala Talla, Director Planning,
Assetz Property

"It was indeed a pleasure being associated with Cityscape India 2009. Congratulations for making this event a grand success. I sure will be glad to be a part of Cityscape events in 2010."

Abhimanyu Anil Londhe,
Head Real Estate Investment
Management, **ICICI Home Finance**



NETWORKING OPPORTUNITIES

Cityscape Awards for Real Estate in India

The real estate industry turned out in full force once again for the Cityscape Awards for Real Estate in India at the Intercontinental, the Lalit Mumbai on the evening of December 9, 2009. The Awards honored those who have been part of creating India's most innovative real estate development projects. The glittering awards ceremony and gala dinner provided the perfect opportunity for the Indian real estate industry to meet achievers in the industry. The winners include:

- Hiranandani Gardens, Powai Mumbai (India) won the BEST DEVELOPER – for MIXED USE (BUILT) award
- Raheja Exotica by Raheja Universal Pvt. Ltd won the BEST DEVELOPER for RESIDENTIAL PROJECT (FUTURE)
- A full list of award winners can be found at www.cityscape-india.com/awards



Cityscape India Cocktail Party

One of the highlights of Cityscape India was the Cityscape India Cocktail Party. The event was held on the evening of December 10, 2009 at one of Mumbai's most exclusive venues: the China House Lounge at the Grand Hyatt Mumbai. Sponsored by KONE. It was an evening to remember and proved to be a big success. Attracting over 300 attendees, it was a perfect setting for all the exhibitors, partners, speakers, conference delegates and VIPs to enjoy hors d'oeuvres and cocktails in a relaxed atmosphere while networking with industry peers.



Investor Round Tables

Another new addition to Cityscape's growing portfolio, the Investor Round Tables offered an exclusive opportunity for leading figures in real estate to discuss the key issues affecting real estate investment and development in emerging markets today. The five Investor Round Tables brought together institutional investors and senior executives representing leading companies.

Topics included:

- Affordable Housing
- Lessons Learned From The Economic Crisis
- Infrastructure, Transportation And Logistics
- Retail Development
- Foreign Direct Investment



Real Estate Finance & Investment Conference

The Cityscape India Conference focused on global real estate investment and development issues, featuring over 60 speakers and industry experts. The Conference provided delegates with new strategies, in-depth discussions and offered both regional and international perspectives on the latest industry challenges.



Investors & Developers Networking Reception

This hour long speed networking reception were the perfect opportunity for real estate investors, developers and financiers to network face-to-face to discuss investment opportunities and create joint venture partnerships. It was structured in such a way that allowed industry experts to network with potential clients and partners as quickly and easily as possible.



Interactive Discussion Forums

The Interactive Discussion Forums on each day were led by respected Industry experts who initiated the topics of interest and engaged the audience in a series of discussions.

Topics of discussion included:

- Changes In The Real Estate Scenario In India
- Funding And Capital Raising In A Recession
- Lessons Learned From The Crisis
- Role Of Online Portals In Real Estate
- Early Appointment Of A Project Manager & Cost Manager



NETWORKING OPPORTUNITIES CONT.

Developer Project Showcases

A new addition to a number of niche networking events at Cityscape India, the Developer Project Showcases provided an ideal platform for all visitors to hear about the latest development and investment opportunities by key real estate developers from India and other emerging markets.



Urban Leaders Symposium

Another new initiative from Cityscape in association with The Urban Vision drew together decision-makers from India's leading cities, urban planning authorities, real estate investment firms, development and architectural organisations to build up cultural links and understanding between different geographies, learn from each other's leadership and to promote leaders to foster a common vision of environmental and social sustainability in the world.



The Great Real Estate Debate

Cityscape India placed the spotlight on India's hottest and most controversial topic – Affordable Housing – where a high profile panel of speakers, delegates and participants shared their opinions on opportunities and challenges in this segment and the government's involvement in promoting affordable housing.



SAMPLE LIST OF PARTICIPANTS

Company

A T Kearney Ltd
 Accor Hospitality
 Acpl Design Ltd
 Adam Advisory Service Pvt Ltd
 Advance India Projects Ltd
 Aedas Pte Ltd
 Anand Real Estate Indore Pvt Ltd
 Anant Raj Industries Ltd
 Apostrophe Arch Urban Design
 Architect Hafeez Contractor
 Asfronasset Advisors
 Blumberg Capital Partners
 BNP Paribas Real Estate
 Bridge Accommodations Pvt Ltd
 BWI Neilsoft
 Calg Developers Pvt Ltd
 Caroa Properties
 CB Richard Ellis South Asia Pvt Ltd
 Cipher Capital Advisor Pvt Ltd
 City & Industrial Development Corporation of Maharashtra Ltd
 Clinton Foundation
 Cluttons
 Colliers International
 Confluence Project Management Pvt Ltd
 Crisil Ltd
 Cushman & Wakefield India Pvt Ltd
 Cyril Sweett International Ltd
 Deepak Mehta Architect
 Deloitte Haskins & Sells
 Deutsche Bank
 DPS Realtors Pvt Ltd
 DSA Architect International
 DTZ International Property Advisers Pvt Ltd
 Emaar MGF Land Ltd
 Enam Securities Pvt Ltd
 Enarr Capital
 Envac
 Equirus Capital Pvt Ltd
 Ernst & Young Pvt Ltd
 Essar Realty
 FICCI
 Gianni Origion Grippo & Partners
 Gleeds Hooloomann
 Godrej Properties Ltd
 Gokaldas Images Pvt Ltd
 Greenbuild Energy Pvt Ltd
 Halcrow Group Ltd
 Hiranandani Construction Pvt Ltd
 Hirco
 HKR Architects
 Horizon Info Ventures Pvt Ltd
 ICICI Home Finance Company Ltd
 ICICI Prudential Asset Management Co Ltd
 ICICI Venture Funds Management Co Ltd
 IL & FS Property Management & Service Ltd
 IL&FS Investment Managers Ltd
 India Infrastructure & Urban Development Co
 India Properties Com Pvt Ltd
 Indocan Capital
 Infinite India Investment Management Pvt Ltd
 Intelenet Global Services Pvt Ltd

Title

Principal
 Director
 Architect Managing Director
 Vice President
 President
 Executive Principal
 Director
 Senior Vice President
 Principal Architect
 Senior Associate
 Director
 Chairman & CEO
 Executive Director & COO
 Managing Director
 Master Planning & Urban Design Partner
 Director
 Director
 Executive Director
 Assistant Vice President
 Vice President & Managing Director
 City Director
 Chief Executive Officer
 Managing Director
 Country Manager
 Head, Corporate and Infrastructure Ratings
 Executive Director
 Managing Director
 Principal Architect
 Director
 Vice President
 Managing Director
 Director
 Chief Executive Officer
 Chief Executive Officer
 Executive Vice President
 Chairman
 Managing Director
 Associate Director
 Partner
 Chief Executive Officer
 Senior Assistant Director
 Advocate
 Partner
 General Manager
 Managing Director
 Founder Director
 Regional Director
 Founder & MD
 Chairman & MD
 Director
 Director
 Head Real Estate Investment Management
 Associate Vice President
 President
 Country Head
 Managing Partner
 Chairman
 Chief Executive Officer
 Principal
 Director
 Head, Business Development

Company

Island Star Mall Developers Pvt Ltd
 Ivanhoe Cambridge Investment Advisor Pvt Ltd
 Ivanhoe Cambridge Investment Advisory India
 J P Morgan
 Jones Lang Lasalle Meghraj
 Jones Lang Lasalle Meghraj
 Jumeirah Group
 K Raheja Universal Pvt Ltd
 Ken AR AEC
 Kilestone Ecofirst Advisory Services India Pvt Ltd
 Knight Frank India Pvt Ltd
 Kolte Patil I Ven Township Pune Pvt Ltd
 Kone Industrial Ltd
 Kotak Mahindra Bank Ltd
 Kotak Mahindra Bank Ltd
 KPMG India Pvt Ltd
 KPMG India Pvt Ltd
 Kulkarni Quantity Surveyors
 Kumar Builders
 Larsen & Toubro Ltd
 Lavasa Corporation Ltd
 Lessard Group Inc
 Lifel India Pvt Ltd
 Lifetime Land & Property Management Ltd
 Lodha Group
 M Urban Design
 Macquarie Capital Securities India Pvt Ltd
 Mantri Developers Pvt Ltd
 Mapletree India Management Service Pvt Ltd
 Marathon Investment Advisor Pvt Ltd
 Marutinandan Realtyors Pvt Ltd
 Master Key
 Metro Realty Group
 National Association of Realtors India
 Nichani Holdings LIC
 Omaxe Ltd
 Paracor Capital Advisor Pvt Ltd
 Park Lane Property Advisor
 Pricewaterhouse Coopers Pvt Ltd
 Radhe Developers India Ltd
 Rakeen
 Rock & Waterscape Systems Inc
 Saffron Asset Advisors Pvt Ltd
 Sam Circle Venture
 SBI Capital Market Ltd
 Shanders Real Assets Pvt Ltd
 Solitaire Capital Advisors Pvt Ltd
 Star Shopping Centres Pvt Ltd
 Starwood Capital India Advisor Pvt Ltd
 Superstone Koats Pvt Ltd
 Tata Housing Development Co Ltd
 Team One India Pvt Ltd
 The Hok Planning Group
 UBS Service Centre India Pvt Ltd
 UK Trade Investment
 Utsav Australia
 Viceroy Hotels Ltd
 Walsh Goodfellow
 Waterman Group Plc
 WS Atkins International & Co LIC
 ZCA Capital Pte Ltd

Title

Vice President
 Senior Vice President
 Director
 Chief Executive Officer
 Chairman & Country Head
 Chief Executive Officer
 Director of Development
 Senior Manager
 Architect
 Director
 Chairman
 Associate Vice President
 Director
 Business Head
 Senior Vice President
 Executive Director
 Advisory Services
 Principal
 Executive Director
 Corporate Risk Management & Internal Controls
 Executive Vice President
 President
 Managing Director
 Chief Executive Officer
 Senior Vice President
 President
 Associate Analyst
 Deputy General Manager
 Investment Manager
 Director
 Managing Director
 Chief Executive Officer
 Group Director
 President
 Director
 Director
 CEO & Managing Director
 Founder & CEO
 Executive Director
 Strategic Advisor
 Business Development
 President & CEO
 Associate Vice President
 Managing Principal
 Vice President
 Chief Financial Officer
 Chief Executive Officer
 Managing Director
 Managing Director
 Managing Director
 Senior Manager
 Managing Director
 Associate
 Executive Director
 Trade & Investment Advisor
 Consul General & Trade Commissioner
 General Manager
 Director
 International Development Director
 Resident Director
 Chief Executive Officer

"I congratulate the Cityscape team for managing the event professionally and efficiently."

R.K Narayan, Director,
Infinite India



MARKETING & PROMOTION

Cityscape India was more than just a 3 day event. Our marketing campaign started 12 months prior to the event and an extensive marketing plan was executed with precision.

A wide variety of mediums were used to further promote and enhance the presence of Cityscape India. This led to significant media coverage prior to, during and after the event.

TV Cityscape India partnered with CNBC TV 18 and promoted the event via a series of advertisements aired before and during the event. Whilst at the event, a number of local, regional and national television stations covered Cityscape India and interviewed speakers, exhibitors and participants.

Radio Cityscape India in collaboration with Radio Mirchi, channel of the Times of India group, ran an extensive radio campaign consisting of commercials aimed at the growing income groups.

Advertising A series of adverts with an approximate distribution of over 13 million copies were placed including:

- India's No.1 dailies The Times Of India and Economic Times
- 7 international publications
- 6 national publications
- 20 online partners
- 6 key industry partners and associations

Cityscape India Supplement in Economic Times In conjunction with Cityscape India, an 8 page, full colour supplement in the Economic Times was published one day prior to the opening of the event.

This enabled our exhibitors to leverage their presence to a "targeted market" and give prominence to their developments and services at Cityscape India. It was an excellent opportunity that generated increased awareness amongst real estate professionals on the current state of real estate developments in India.

Telemarketing More than 5,000 senior level professionals from the Indian real estate market were called and informed about the benefits of attending and extended personal invites.

Press / Media Relations Together with the help of our global network of affiliate PR offices we managed the event's international and regional press activities.

Press present at the event included:

- CNBC TV – 18
- Zee News
- NDTV
- E TV News
- TV 9 Media Maharashtra
- News Today
- Herald Times
- Deccan Chronicles
- Press Trust of India
- MMG World Wide
- HT Media

More than 80 press representatives were present at Cityscape India and held various press conferences and interviews with key speakers, delegates and exhibitors.

Direct Mail The largest proportion of the Cityscape marketing campaign is dedicated to direct marketing. Our inhouse database contains over 350,000 unique records. We invest heavily in ensuring that every record on our database is updated on a monthly basis. Cityscape has one of the most advanced database management systems which allows us to segment, target and conduct marketing effectively.

We mailed a total of 43,049 conference brochures and visitor tickets to a targeted market and profiled audience. The brochures were also mailed to members of partnering associations, sponsors, exhibitors, speakers and members to be further distributed to their clients as well.

Email Cityscape has built an opt-in database of investors and industry professionals spanning 156 countries. They are kept updated with event and industry information via e-bulletins broadcasted on a regular basis.

Over 340,000 real estate professionals from India and abroad have been receiving information and updates about Cityscape India throughout the year leading up to the event.

Social media has certainly taken communication to a new level. The Cityscape India Linked In Group and Twitter Account proved to be an ideal platform for promoting discussions, comments, getting feedback and increasing participation. Both mediums pointed potential interested visitors and delegates to the Cityscape India website and the actual event. This also increased the

likelihood of having the content/communication on the event being shared with all interested in the world of real estate locally, regionally and internationally.

Daily E-Newsletter In co-operation with Cityscape Intelligence, the daily newsletter provided invaluable information about new launches, project developments, mergers and acquisitions plus ground breaking reports being launched at Cityscape India. This newsletter reached the entire database of individuals across India and abroad updating them of the latest developments on each day of the event. More than 66,816 real estate professionals were kept updated daily during the course of Cityscape India 2009.

SMS With research showing 94% of all text messages sent are read, the SMS campaigns provides an effective tool for keeping visitors up to date with the progress of the event and industry information. Cityscape India through its opt-in database and in co-operation with external partners sent out regular SMS broadcasts to 335,000 high net worth individuals highlighting the benefits of attending the event.

Website The Cityscape website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and has an average website visitor count of over 30,000 visits per month of which 21,000 are unique visitors.

Official Indian TV Partner: CNBC TV – 18

Knowledge Partner: Cityscape Intelligence

Research Partner: Colliers International (India)

Cityscape India Supporters: NAREDCO, APREA,

IDS – NIREM, National Association of Realtors

Global Supporters: FIABCI, RICS

Official Media Partners: iproperty.com, Masterbuilder, 99acres.com, Construction World India, Property World India

Online Media Partners: India Property.

com, IndianFinanceobserver.com,

IndianInfrastructureobserver.com,

IndianRetailobserver.com, Propertymixer.com

Newspaper: The Times of India,

The Economic Times

Media Partners: The Urban Vision, Economic

Research India Limited, Moneylife,

Private Equity Journal For India

International Media Partners: Emporis, Cityscape

Magazine, Euromoney, The Institutional Real Estate

Letter, Property World

PICTURE GALLERY

Generate New Business, Showcasing Products and Services



Connecting, Sharing and Learning



Fostering Business Relationships and Networking in Style at Glamorous Social Events



Experiencing Cityscape India 2009





"Informative, good presentations and a great place to network with those who are serious about the industry."

Stuart Labrooy, Chief Executive Officer, **AXIS REIT MANAGEMENT**



ORGANISER



CONTACT DETAILS

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FUTURE DATES & VENUE

8 – 10 December 2010
 Bombay Exhibition Centre, Mumbai

CITYSCAPE

BUILDING BUSINESS

Cityscape Events:

CITYSCAPE 
 ABU DHABI

CITYSCAPE 
 DUBAI

CITYSCAPE 
 JEDDAH

CITYSCAPE 
 ASIA

CITYSCAPE 
 USA

CITYSCAPE 
 LATIN AMERICA

Cityscape Products Include:

CITYSCAPE THE MAGAZINE

 **CITYSCAPE INTELLIGENCE**

 **CITYSCAPE DATAMONITOR**

 **CITYSCAPE CONNECT**

Research Compiled by

All figures have been independently compiled by Interface Data and Design. Interface Data and Design is specialized onsite and online visitor or delegate registration and badging solution agency, providing complete end to end solutions for exhibition, conference or events. Solutions that fit all budgets.