

# AGENCY LEASING

INDIA

Cushman & Wakefield's brokerage professionals provide strategic expertise to commercial property owners, working to maximize asset awareness, leasing and disposition activity, rental rates, occupancy and overall investment value. The implementation of unique and innovative leasing strategies ensures the delivery of outstanding outcomes, ultimately enhancing financial performance.

Brokers share a dual purpose: to realise investors' investment criteria, leading to long-standing relationships, as well as provide both occupiers and investors with best expertise advisory and end to end transaction management, enhancing the asset value & meet client objectives.

C&W pioneered the Agency Leasing business in India and continues to service clients for well over decade.

## LANDLORD SERVICES

- Strategic Asset Analysis
- Competition Study
- Leasing / Disposition Strategy
- Budget preparation & management
- Property Positioning
- Broker Relationship Campaigns
- Prospective Tenant Analysis
- Lease Negotiation
- Project Activity Reporting

## OCCUPIER SERVICES

- Occupier Advisory
- Portfolio Strategy
- Relocations/Expansions/Consolidation
- Location Analysis
- Site Selection
- Financial Analysis
- Negotiation Strategy - Lease/Purchase
- Documentation
- Transition Assistance



PROJECT SIZES OF  
**5,000 SQ FT**  
AND UP

EFFICIENT TEAM  
OF OVER  
**14** BROKING  
PROFESSIONALS

MARKETING OVER  
**12 MILLION SQ FT**  
TILL DATE WITH  
8 MILLION SQ FT  
TRANSACTIONS COMPLETED

**PROVEN TRACK  
RECORD**  
OF OVER A DECADELY



## CASE STUDIES



### NIRLON

30,00,000 SQ FT

Associated with C&W since Y2000; longest ongoing mandate in the corporate history of India.



### SANOFI

37,000 SQ FT

Disposition of self-owned asset; sold 5 floors at 20% higher than market value.



### ALOK INDUSTRIES

6,50,000 SQ FT

Managed asset disposition in a challenging market situation, selling floor wise to different investors.



### HDFC BANK

1,00,000 SQ FT

Limited supply in preferred micro market; managed to achieve numbers much lower than market as client had tight budgets.



### TATA PROJECTS

85,000 sq ft

Client was managed well during the transitioning of Hiranandani to Brookfield with all risk mitigation.



### YES BANK

2,33,000 sq ft

Met expectations of providing best location despite supply crunch in the market & close competition.

## THE CUSHMAN & WAKEFIELD ADVANTAGE

Cushman & Wakefield's Office Leasing team see things differently, helping create buildings that occupiers aspire to inhabit. By understanding more than just space requirements, rather how buildings help tenants increase productivity, support physical and mental wellbeing and adapt to increasing automation, the team enhance not only asset value but usability.

A team carefully selected for each assignment eliminates conflict and delivers a focused approach. Transactions are given the attention they deserve, with customised solutions that consider an asset's unique attributes, investment goals, tenant mix and expirations, financing structure, submarket conditions and competition.

Balancing a knowledge of today's market dynamics with future local and global trends, Cushman & Wakefield truly understand the appetites of tenants across core geographies and industries. A motivated leasing team with access to best in-class systems, delivering customised solutions to maximise value for real estate assets.



**Rajan Kapashi**

Senior Director

Agency Leasing (Project Marketing),  
Mumbai

Rajan.Kapashi@ap.cushwake.com



**Varghese Abraham**

Director

Agency leasing (Occupier Services),  
Mumbai

Varghese.Abraham@ap.cushwake.com

### About Cushman & Wakefield India

With over two decades experience in the Indian market, Cushman & Wakefield currently has over 2,900 employees across 8 Indian offices and provides estate services to an additional 200+ cities India-wide.

### About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 53,000 employees in 400 offices and 60 countries. In 2019, the firm had revenue of \$8.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com) or follow @CushWake on Twitter.