

# LAND IDENTIFICATION AND SET UP MDC FOR



## OVERVIEW

E-commerce - online shopping portal company FlipKart retails products in various categories in India. Ranks in the top 20 websites in India. Book titles available are 11.5 Million. Registered users more than 3 million. Own delivery network in more than 37 cities. Ships approximately 30000 items per day.

## BUSINESS OBJECTIVE



To facilitate land buying options in 4 metro cities in North, East, South and West regions of India, aggregating to approximately 100 acres each.

## VALUE DELIVERED



Facilitate internal and external auditing teams throughout finalization



Recommendation of sites to bid committee for commercial



Clarifications on EOI (expression of interest) with broker / developer / owner

## BUSINESS COMPLEXITIES

Identify Techno-commercially viable land parcels for MDC

## PROJECT HIGHLIGHTS



Advertisement on respective region local news papers to collate land parcels



Shortlist based on mutually agreed parameters



Site visit for assessment and technical rating of land parcels