

## COVER STORY



# RMZ CORP BUILDING THE FUTURE OF SPACE

India's real estate industry has witnessed a sea change over the past few years. Only a handful of real estate firms in the country could make the best of the new norms and achieved success. Fewer, have written success stories unimaginable, envisioning a city of the future. RMZ Corp is poised to imagine, create and transform the future of spaces.

“At RMZ, our core objective is to imagine, create and transform cities with vision. Our strength lies in the confidence to take on challenges, inspired by our beliefs and core values. RMZ shares a commitment to improving our urban environments through catalytic investments and inspirational experiences”, expresses Manoj Menda, Co-Founder & Corporate Chairperson, RMZ Corp. Manoj is also the Co-Founder & Trustee, RMZ Foundation, a not for profit organization established to promote the well being of humanity throughout the country.

### WHAT DEFINES RMZ CORP?

As one of India's largest investors in real estate, RMZ Corp owns and operates iconic assets in the country's most dynamic markets. In a span of 18 years, this real estate major has grown exponentially, with over 200+ enterprise customers in 6 Indian cities and 67msft with \$10B worth of assets. RMZ's hard earned reputation opens doors and establishes stakeholder confidence. The firm's long-term focus has given it the freedom to envision creative and multi-pronged strategies. Through its co-investment partnerships, RMZ Corp serves select global institutional investors that share its vision, such as CPPIB & Mitsui Fudosan, with a track record of delivering exceptional returns, just as it has achieved for Qatar Investment Authority. By stretching imagination and adapting to the digital way of life, RMZ Corp has relentlessly pursued innovation and driven a sustained transformation program to deliver

projects better, faster and with superior member experience.

RMZ Corp reshapes cities with a vision; from single properties to mixed-use developments, the company is reimagining spaces with a focus on people. By pioneering new sustainability, technology and well-being solutions, RMZ Corp is actively shaping how we live, work, learn and play to meet the needs of new workspaces. With best-in-class construction models, asset management and social experiences, the organization attracts the biggest businesses from across the world. RMZ's marquee clients include Fortune 500 companies, housing their captive business and global capability centres within its assets.

Some of RMZ's landmark projects include: The Millenia, RMZ Infinity, Bangalore, The Skyview, Hyderabad, RMZ Infinity, Delhi, RMZ One Paramount, Chennai and RMZ Ecoworld. As developers and operators, RMZ Corp takes special pride in the distinctive quality, design and sustainability of their assets. RMZ has embraced social design to shape spaces to be more connected, convenient and engaging.

"We build our knowledge from the people and organizations we engage with and we never stop learning. We solve problems together. We are always thinking and receptive to good ideas", adds Raj Menda, Co-Founder and Corporate Chairperson, RMZ Corp. Raj is the first Indian to be on the Jury of the Urban Land Institute-Awards for Excellence. He is also a past member of the Urban Land Institute Global Jury. Raj is currently the Chairman of the FICCI Real Estate Committee for 2021-22.





## **ADAPTING, EVOLVING, ACHIEVING**

With the onset of the pandemic, industries pan India, have battled to maintain a steady growth. RMZ has successfully navigated through the pandemic era by putting together a centralized multi-disciplinary taskforce to implement its own regulatory plans for its partners and members. The company's expert management teams implemented tailor made procedures for all its assets across the country to ensure the safety and well-being of all members, tenants, employees and partners.

RMZ was one of the first companies to implement smart wireless technology to enable members to operate elevators, contact free, through their smartphones ensuring convenience, security and safety to all members, partners and employees. Other precautionary measures included the installation of infrared temperature scanners, updating of air filtration systems, cleaning of high touch surfaces frequently, stocking up on personal protective equipment and hand sanitizers and other disinfectants at all strategic touchpoints across all assets. Conference rooms, common areas were operating at reduced capacity to respect social distancing guidelines. Signages have been installed throughout its asset campuses to inform and remind the members of the importance of social distancing and staying safe and secure at all times. Visitors also go through wellness checks.

RMZ was the first company globally to be awarded the WELL Health & Safety Rating for Facility Operations & Management. "We are committed to moving our communities forward and enriching people's lives. We believe that

value creation and sustainable developments are complementary to its ESG goals”, says Jayakumar K, Sr. Managing Director, Executive Board, RMZ Corp. Jaykumar spearheads the development and management of new assets at RMZ Corp, right from the planning and design stages, to the procurement and project execution. He has introduced resilient design concepts to address the requirements brought on by climate change. He has also initiated a sustainable construction approach, which not only optimizes energy and water consumption but also minimizes construction debris generation through reuse.

The recent divestment of US\$2B and the current joint venture investment by CPPIB equipped RMZ Corp with ample equity to propel its ‘supercharge’ trajectory utilizing exponential technologies to build a 1-million-member quantified community with over 800+ enterprise customers across over 85 million sq. ft. valued at over US\$15 billion by 2026. RMZ’s under-construction projects include Ecoworld 30 & 20 in Bangalore, Nexity, RMZ Spire

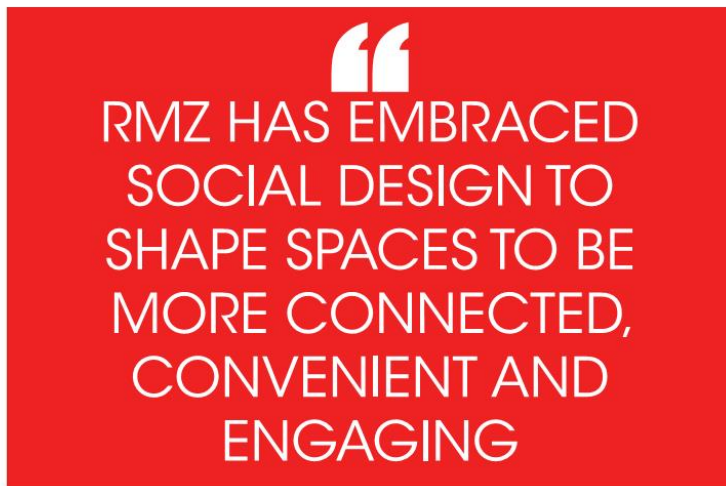
& Vault in Hyderabad, Nexus in Mumbai, RMZ One Paramount in Chennai and The Edge in Pune. “We continue to operate as an integrated firm, preserving our unique culture that has driven our success for nearly 18 years – a culture characterized by meritocracy, entrepreneurialism and excellence. Our core mission remains unchanged: To drive outstanding performance for our investors. With this goal in mind, we strive to provide our members with delightful and innovative social experiences”, asserts Arshdeep Sethi, Sr. Managing Director, Executive Board Member of RMZ Corp. Arshdeep plays a pivotal role in defining, shaping and implementing the strategic vision of the organization. He currently spearheads the Mergers & Acquisitions (M&A) team and has been the driving force for all joint ventures and strategic alliances at RMZ Corp. In the past, he has facilitated the raising of over USD 1 Billion in foreign direct equity investment (FDI) from global investors such as the Qatar Investment Authority, Mitsui Fudosan, Barings Private Equity

Partners India, AIG, Wachovia and more. Arshdeep spearheaded the divestment of RMZ’s core portfolio to Brookfield Asset Management for USD 2 Billion, which was crucial for RMZ to achieve its vision of becoming a zero-debt company.

## **BUILDING FUTURE READY SPACES**

The world of work is changing. Artificial Intelligence, Robotics, Digital Insurgency & Automation will play the same pivotal role as mechanization did in prior generations of agriculture and engineering. Corporate real estate of the future will be more about purposeful design. At the end of the day, people want to be in a workspace that fosters a sense of trust.

RMZ has been leveraging digitization in every step of its value chain. The organization is driving a sustained transformation programme that enables faster delivery of projects with superior customer experience. RMZ has identified and prioritized 2-3 key technology interventions that have helped to drive cost and time efficiencies across the value chain. The firm is evaluating new construction technologies and materials. The Organization is re-imagining and reinventing the end to end member experience and establishing more stringent measures of customer feedback, while institutionalizing Key Account Management feedback mechanisms for customers and members. At the same time, data analytics and big data is being enabled at RMZ to harness the same for quick, actionable insights and to observe and learn from growing trends and patterns. An operating model of the future is also being developed with a clear accountability, governance





and talent management which will play an important role in defining RMZ's culture and new agile ways of working. "Most importantly, we are continuing to mitigate the impact of our operations on the environment and conducting our business in accordance with the highest ethical and legal standards", says Thirumal Govindraj, Sr. Managing Director, Executive Board Member of RMZ Corp. Thirumal is at the helm of the organization's Board & Strategic Planning, Asset Management, Property Management and Corporate Communications. Thirumal's 25 years of corporate experience combined with the dynamism of RMZ Corp has enabled the organization to enjoy an extensive tenant portfolio that boasts of several high-profile organizations, and an exponential increase in company NOI. With extensive focus on building stakeholder confidence through health and well-being initiatives and international certifications, Thirumal leads projects that cater to client aspirations on green buildings, wellness and technology integration.

RMZ Corp, under the able leadership of Thirumal Govindraj, has achieved the largest LEED portfolio under the ARC platform in India.

#### **CEMENTING SUCCESS WITH GLOBAL RECOGNITIONS & ACCOLADES**

RMZ Corp is one of Asia's largest privately-owned real estate owners, investors, and developers, committed to building socially, economically and environmentally responsible assets and communities. With Leadership in Energy and Environmental Design, LEED, and WELL certifications in place, RMZ remains at the forefront of sustainable building design, construction and operation. The firm brings in unique experiences that enhance the health and well-being of members through active, smart and biophilic design.

RMZ has racked up prestigious accolades, from being the only development project from India to win the 2020 ULI Asia Pacific Awards for Excellence, to being the first company, globally, to achieve the WELL Health—

Safety Rating for Facility Operations and Management.

#### **TOWARDS A QUALITY LIFESTYLE AND PROSPEROUS FUTURE**

RMZ Corp has set a two-pronged future roadmap- short term and long term. As for the short term, RMZ will drive a sustained transformation program that will deliver projects better and faster, with superior customer experience. As part of this transformation, RMZ will integrate digitization, excellence in delivery, best in class member experience, a data driven ecosystem and an operating model of the future to ensure the highest quality of service, wellbeing and safety to its customers and partners.

In the long term, RMZ's goal is to be the leading global owner and operator of high-quality real estate, generating attractive returns for its shareholders and the organization will continue to work towards its vision to reinvent the future and create a world of opportunities for its customers, communities, partners, Investors and people. 