



**Investment Date**  
January 2007

**Equity Investment**  
\$100 mn

### Company Description

- Incorporated in January 2007, QVC is India's first venture funded real estate development start up
- The company will develop world-class real estate properties across India
- The development projects will cover a wide range of residential, commercial office, retail, hospitality, mixed use and integrated townships
- QVC also proposes to provide development advisory services and fee based development services

### Investment Rationale

- IIML believes that the real estate sector offers high growth opportunities and will grow in tandem with infrastructure development
- While such opportunities can be availed of through existing Tier I developers, they come at a hefty premium
- Moreover all existing developers come with legacy systems and processes, thereby creating a need for a professionally owned and managed, development company
- Such a strategy allows for investing at cost, earning developers' margin and diversifying single project risk by focusing on a range of projects
- The strategy also follows sharing of value created in the development platform in addition to the project returns