



# Offering Services in India



Our experience

DP Architects Pte Ltd

# Why go to India?

- *Large market with a larger potential*
- *Explicit, even if convoluted, procedures for the building process.*
- *Easy communication with wide use of English*
- *Good clients looking for quality*

# Problems of operating in India

- *Lengthy procedures*
- *Slow payments*
- *Low construction costs > low fees*
- *Dearth of strong organized contractors*
- *Poor construction techniques*

# Options for offering architectural services

- *With Singapore investors in India*
- *With Singapore contractors working in India*
- *With local India Clients*

# What's our “USP” to an Indian client?

- *Exposure to new project types*
- *Exposure to quality buildings*
- *Higher quality of documentation*
- *Nearest place to India to tap “World Class” design*



# **DPA's Experience in India**



## Began in the mid 1990s

Approached by a Indian client looking for

- *New concepts*
- *Quality design*
- *Quality detailing*
- *Quality documentation*

# DPA's Client Profile in India

*Predominantly established Indian corporations*

- Mahindra & Mahindra Ltd*
- K Raheja Group (now rebranded as RMZ CORP)*
- Piramal Group*
- GE Capital Services International (India)*
- GVK Group*
- Godrej Properties and Investments*
- CIDCO*
- and so on*

# DPA's Projects Profile in India

*A Variety of project types*

- *Residential*
- *Retail and Entertainment*
- *Technology Campus*
- *Country Club*
- *MRT Station*
- *Urban Park*

# Seeing India as a long term market, our strategy is

- *Build relationships with local corporations*
- *Build relationships with local professionals*
- *Provide a wide scope of service with partnerships*
- *Localize downstream work*
- *Compete with international architects*
- *Compete and cooperate with local architects*

# Projects

- **GVK Mall**  
*5-Storey Retail Mall*
- **GE Capital**  
*3 Blks of 3-6 Storey Processing Centre and Training Facility*  
*Area: 47,189 m<sup>2</sup>*
- **Crossroads 1**  
*6-Storey Retail Mall; Area: 95,000 m<sup>2</sup>*
- **Crossroads 2**  
*11-Storey Retail cum Entertainment Complex; Area: 6,800 m<sup>2</sup>*
- **Ecosphere Park**  
*Software Park with planning and urban design on 35 acres of land*  
*Area: 10,000 m<sup>2</sup>*
- **Jade Clubhouse**  
*2 & 3-BR villas with full amenities. Also involved in planning design*  
*Area: 280,650 m<sup>2</sup>*