



# **INFOMERICS VALUATION AND RATING PVT LTD.**



## **STAR RATINGS FOR REAL ESTATE PROJECTS**



## **BACKGROUND**

The real estate Industry being highly fragmented with regional dynamics and smaller players is marred with a low level of Investor trust. Although the emergence of large corporate houses into this sector is bringing some level of transparency, there are no set benchmarks to differentiate one from another.

## **Broad criteria used in the rating methodology**

In order to evaluate the quality of a real estate developer from the view point of its quality of construction, conformance to committed specifications and adherence to time schedule, Infomerics Ratings has brought out this product for enabling the customers to take an informed decision while purchasing any property. This is a city-specific rating encompassing all types of real estate properties. Broad areas covered are:-

- Financial Resourcefulness of the Builder;
- Track record of the project sponsor;
- Quality of Management;
- Quality of Technical Personnel, including Architects and Engineers;
- Technology;
- Quality Control Mechanism;
- Procedures & Systems;
- Quality of Legal Documentation and Land Status;
- Risk Management System & Mitigation Process;
- Project Profile and Financial Flexibility/Viability of the Project;
- Marketing & Pricing Procedures.



## **Rating Scale**

The Star Ratings are assigned on a city-specific, seven-point scale; for example, 'Mumbai One Star' to 'Mumbai Seven Star' being the highest. The lowest rating will be 'non-deliverable' project. The assigned rating will thus be a benchmark against other rated projects.

The ratings are available for the proposed, ongoing and recently completed commercial and residential projects. Once the rating is assigned, the project will be monitored/reviewed constantly, providing timely updates on project progress. The rating will be valid until the project is completed.

★★★★★★★	City 7-star
★★★★★★	City 6-star
★★★★★	City 5-star
★★★★	City 4-star
★★★	City 3-star
★★	City 2-star
★	City 1-star

## **Rating Process**

- Request is made by the Project Developer company;
- Assignment is finalised and Agreement is signed by both Infomerics Ratings and the Project Developer company;
- Information is submitted by the Project Developer company;
- Information is analysed by the Analyst Team of Infomerics Ratings;
- Site visit is conducted by the Analyst Team of Infomerics Ratings;
- Rating Report is finalised by the Analyst Team & placed before the Rating Committee;
- Rating is assigned by the Rating Committee;
- Assigned rating is communicated to the Project Developer company;
- Rating is published in the public parlance if the rating is accepted.



## **WHY INFOMERICS VALUATION AND RATINGS?**

Having promoted by few eminent & top notch finance & banking professionals, the company is mentored by **Mr. Vipin Malik, former member of Central Board of Directors of Reserve Bank of India.** Each rating/grading is assigned by an **independent Rating Committee** comprising quite a few eminent professionals from various walks of life, based on the intensive study carried out by an experienced rating team consisting of highly intellectual & experienced talent pool (mainly sourced from credit rating industry & banking parlance). The key management team consists of quite a few highly qualified & experienced professionals having demonstrated illustrious attainments in the rating industry.

Needless to make a mention here that the company has done pioneering work in the field of valuation and financial consulting from **1986** and has undertaken financial assessment of over **1200 business entities** which have contributed significantly in designing Infomerics Ratings' rating & grading models.

**Mr. Sukanta Nag**, a finance professional with about 32 years post-qualification experience majorly in Credit Rating and Corporate Banking is the Chief Executive Officer of Infomerics Ratings.

## **CONTACT**

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