

Anumeha Kulkarni

Director at DesCon Ventures

Summary

Anumeha Kulkarni is the Director at DesCon Ventures, a boutique full service real estate consultancy providing Financial Advisory, Design, Project Management, Valuation, Asset Management and Infrastructure Planning services.

Anumeha specializes in Public Private Partnerships (PPP) projects, Large-scale Industrial Developments, Special Economic Zones, Governmental Liaisoning, Master Planning & Infrastructure Planning.

Experience

Director at DesCon Ventures Real Estate Services Private Limited

February 2015 - Present

DesCon Ventures, a boutique full service real estate consultancy providing Financial Advisory, Design, Project Management, Valuation, Asset Management and Infrastructure Planning services.

Manager

June 2006 - October 2008 (2 years 4 months)

- # Key team member for Delhi-Mumbai Industrial Corridor (DMIC) Project for developing the Concept Report specifically for State of Haryana and Rajasthan.
- # Coordinator for Mega Industrial Project Advisory mandates- Petroleum, Chemical, Petrochemical Investment Region (PCPIR) including Mangalore PCPIR, Special Investment Regions (SIR) including Dholera SIR.
- # Project Manager/Coordinator for over 15 Special Economic Zones (SEZ's) across India for both Government and Private Sector
- # Spearheaded SEZ Business Development and secured Project Advisory mandates which included:
 - Managing the Project Approval and Development process in compliance with the SEZ Development Guidelines
 - Liaised with Ministry of Commerce & Industry, Ministry of Environment & Forest (MoEF) & Planning Commission on SEZ policy related matters and approvals of the projects
 - Prepared and supervised Feasibility Studies for optimum development mix and preparation of RFP documents for Master Planning and Infrastructure Planning for approved SEZ projects including Market & Demand assessment studies.

Planner

April 2005 - June 2006 (1 year 2 months)

Key team member in structuring, development and bidding for Private Sector Participation (PSP) mandates structured on SWISS CHALLENGE, BOT format with hands experience on projects such as ISBT, Logistics Terminal, Food Park, Textile Park, Industrial Estate (Planning & Marketing), SEZ, and commercial projects.

Some of the key projects highlighting the experience profile :

- Doon Mall Redevelopment Plan: Best Use Option Study for Development of Land Parcel with Involved in assessments of best use option study, project conceptualization, infrastructure, cost planning and preparation of project feasibility.
- Development of IT Park at Dwarka on PPP format Involved in Site Analysis – reconnaissance and Site Suitability; Market Research – catchments area real estate Analysis, Transactions trends, product mix; project Concept & Development plan; Cost & Revenue model, Financial Feasibility, Project Structuring
- Presentations for Bid Advisory mandates for IT Park, SEZ, ISBT, Logistics Park , car parking projects in several states including Haryana, Rajasthan, Madhya Pradesh and Delhi
- Preparation of project Report for SEZs (Product Specific and Multi Product) across various parts of states (Clients: Vipul Infrastructure, Parsvanath Developers).
- Development of Logistics Hub at IIE Pantnagar on PPP Format (Client: State Industrial Development Corporation Ltd., Uttaranchal): Coordinated the team, carried out the Project Analysis for establishing the feasibility of Logistics Hub at Pantanagar, Rudrurpur.
- Prepared Detailed Project Report for Foundry Cluster Park at Howrah for Indian Foundry Association & Textile park for Cluster Development Initiative Group of IL&FS

Free Lance Consultant

June 2004 - April 2005 (10 months)

Undertook freelance projects for Mayfair Housing, Aakar enterprises, DESCON (design consultants) rendering my services in preparation of concept notes, project report and broad master plan for submission purposes.

Some of the key projects highlighting the experience profile

- Divine City Township Project for DESCON (design consultants), Gurgaon: Divine City Township project spread across 120 acres, along KMP Expressway at Ganaur, Sonapat. The task included Concept Master Planning, Project Information Memorandum and Presentation to consultants and Client
- Structure Plan and General Development Control Regulations for Maha Mumbai Special Economic Zone (MMSEZ) for Aakar Enterprises (Consultant to Nikhil Gandhi for NMSEZ, Mumbai): As part of team was responsible to detail out the structure plan for Navi Mumbai Special Economic Zone including drafting of urban development guideline including coordinating for various inputs on behalf of client and CIDCO.

Project Planner

April 2003 - June 2004 (1 year 2 months)

Key Team member in preparation of bid document and Business plan for Navi Mumbai Special Economic Zone for M/s Anik Development Corporation. Responsible for all anchor presentations including coordination for master planning and marketing inputs.

- # Extensively worked on various projects based on Transfer Of Development Rights(TDR),Mill redevelopment plan.
 - # Coordinated market analysis and research for residential and commercial projects viability study for group company - Mayfair housing. Key projects highlighting the experience profile
 - Preparation of Business Plan for Navi Mumbai Special Economic Zone with focus area :Concept Master planning and Project marketing plan including preparation of presentation, documentation for various prospective co developer, Anchor tenants. Prepared Information brochure for potential investor / co-developer . Under took extensive site investigation & market research for various sub components of SEZ
 - Business Plan for various Transfer of Development Right (TDR) projects of Mayfair Housing & Godrej properties: Carried out the Land Use analysis and pre-feasibility reports for various types of TDR Projects. Made representation of cases to Municipal Corporation, MHADA, Development Commissioner, TDR Cell Mumbai.
 - Business & Vision Plan for Mill Redevelopment Scheme for Mayfair Housing:site investigation,market survey, development options, financial viability culminating in to project report which helped the developer to arrive at critical decision pertaining to project participation and development structure.
 - Business Plan for IT Park for Ajmera Builder at Malad: Carried out site investigation, market survey, development options, financial viability culminating in to project report which helped the developer to arrive at project participation and development structure.
 - Market Feasibility and Demand Assessment for various Residential and Commercial Developments falling under TDR Redevelopment Scheme
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Education

New York University

Certificate Program in Real Estate Finance & Investments, 2011 - 2012

School of Planning and Architecture, New Delhi

Master's Degree, M.Planning (Housing), 2001 - 2003

Nagpur University

B. Arch, Architecture, 1996 - 2001

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[Contact Anumeha on LinkedIn](#)