



Smart Way to  
Showcase Project Credentials to  
**Real Estate**  
Buyers

The real estate star rating involves the assessment of the ability of the developer to construct the real estate project within specific timelines adhering to agreed specifications. CARE Ratings Real Estate Star Rating is a city-specific project rating which covers residential, commercial, retail, township, mix-use development, SEZ, and IT parks. Being different from credit rating and bank loan rating, the real estate star rating analyses the project on various quality related parameters. The ratings are aimed at facilitating customers in taking an informed decision in their real estate purchases. It also helps in due diligence activities conducted by PE Investors and Banks during funding of the projects

## Advantages of CARE Ratings Real Estate Star Ratings

### As a Project magnifier:

- The ratings can be a key component of various marketing strategies of the developer
- Rating endorsement can be a key feature to be showcased in new projects
- The ratings can complement the entry strategy for a developer in new location

### As a Project sales booster:

- Creates awareness about the project, enabling customer pull factor
- Enhances credibility among customers

### As Loan benefactor:

- Facilitates recognition and eases the process of approvals of Loans from Banks/NBFCs
- Banks benefit from periodic assessment by a rating agency

## Why CARE Real Estate Star Ratings

CARE Real estate star ratings is a tool that enables real estate buyers in consolidating their choices based on informed advice, whereas it helps real estate projects to demonstrate their abilities and improve branding.

## CARE Ratings initiatives to promote the project

- ◆ The project report is displayed on CARE Ratings website
- ◆ CARE Ratings presents a star rating certificate to developer that can be displayed at site office
- ◆ CARE Ratings has tied up with various real estate magazines, portals and databases for dissemination of project report
- ◆ Project report is e-mailed through CARE Ratings wide email database covering domestic and global banks, NBFCs, PE, corporates, media companies, consultants, etc
- ◆ Project report also forms part of CARE Ratings scan which is circulated amongst various lenders and corporates

# CARE Ratings Parameters

## Project Developer quality

- Track record of developer
- Financial strength
- Organizational structure and systems

## Project Legal quality

- Clarity of land title
- Status of statutory approvals from authorities








## Project Construction quality

- Construction technology and quality control processes
- Quality of architect, structural engineer and contractors
- Time and Cost over-runs

## Project Financial quality

- Financial viability and break-even point
- Marketing & Pricing strategy
- Funding strategy

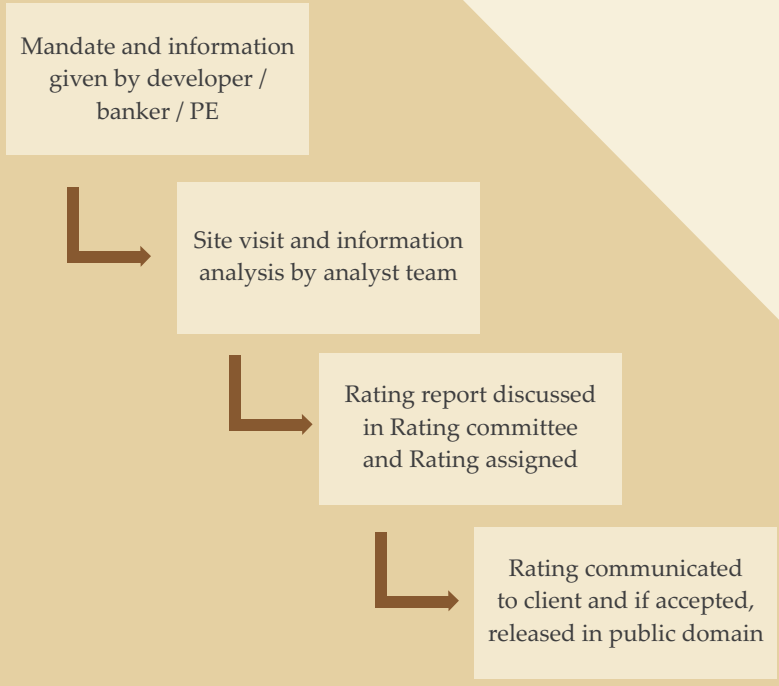
## CARE Ratings Scale

	City 7-Star
	City 6-Star
	City 5-Star
	City 4-Star
	City 3-Star
	City 2-Star
	City 1-Star

The lowest rating will be "Non Deliverable Projects"  
The Real Estate Star rating would be prefixed by the city name



## Process



## About CARE Ratings

CARE Ratings is a premier credit rating, research and information services company promoted in 1993 by major banks / financial institutions in India. It has emerged as a creditable agency for covering many rating segments like that for banks, sub-sovereigns and IPO gradings. CARE Ratings provides the entire spectrum of credit rating that helps corporates to raise capital for their various requirements and assists the investors to form an informed investment decision based on the credit risk and their own risk-return expectations. Our rating and grading service offerings leverage our domain and analytical expertise backed by the methodologies congruent with the international best practices. With independent and unbiased credit rating

opinions forming the core of its business model, CARE Ratings has the unique advantage in the form an External Rating Committee to decide on the ratings. Eminent and experienced professionals constitute CARE's Rating Committee. CARE Ratings has been granted registration by Securities and Exchange Board of India (SEBI). It is recognized by RBI as External Credit Assessment Institution (ECAI). CARE Ratings is compliant with the Code of Conduct of the International Organization of Securities Commissions (IOSCO) and Association of Credit Rating Agencies, Asia (ACRAA).

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