

DB Realty

Parent Company

Dynamix Balwas Group

Category

Real Estate Developer, Residential Complex, Commercial Spaces, Shopping Malls

Sector

Real Estate and Construction

Tagline/ Slogan

The next level

USP

Luxurious apartments and condominium

STP

Segment

People in the metro cities like Pune, Mumbai

Target Group

Rich and upper middle class people who wants luxurious house

Positioning

Good quality, location and luxury

SWOT Analysis

Strengths

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| 1. Strategic location in Mumbai and Pune |
| 2. Highly lucrative market in Mumbai |
| 3. Strong CSR activities in and around Mumbai |
| 4. Ability to response to consumer requirements |
| 5.It is one of India's largest real estate developer based in Mumbai |

Weaknesses

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| 1. 2G spectrum scam connection with Etisalat |
| 2. Restriction to foreign FDI may hamper its capital growth |
| 3. Limited business experience for conducting business activity outside Mumbai |

Opportunities

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| 1. Ability of expansion in other metro cities in India |
| 2. Joint venture and acquisition for development. |
| 3. Global tie-ups and diversification can be possible |

Threats

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| 1. Rules and regulation on FSI and time consuming legal proceeding. |
| 2. Slowdown in Indian Economic growth |
| 3. Varying interest rate and exchange rates in India |

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| 4.Immense competition |
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| 5. Corrupt practices in legal proceeding. |
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Competition

Competitors

1. DLF
2. Oberoi Realty
3. HDIL