How to finalize phasing of a multi-phase development?

A land can be developed in one or more phases (Phase = Marketing Project (MP)) basis the likely demand.

Key criteria to be finalized for each MP:

a. Size (saleable area)
b. Wing - nos. and typologies,
c. KCAs (can be shared with other MPs)
d. Infrastructure (can be shared with other MPs)

To be finalized by concerned CEO in discussion with Design, Construction Management (CM) and Sales, taking following factors into account:

Importance of Factor	**Factor**	**Key considerations**
Primary Factor	Size of MP = How much can be sold in OC + 12 months (18 months for Premium & Luxury resi)	• 40%+ to be sold in PL and L (these sales should cover liaison costs and construction costs (atleast upto core & shell costs)) • 80%+ to be sold by OC • Fully sold in OC + 12 (/18 for Premium & Luxury resi) (please note that the last 20% is our profit and the earlier this is released, the better the IRR) *Refer 'Pricing Guidelines' for market share & pricing assumptions*
Primary Factor	Livability	• Design and location of KCAs in a manner such that we can ensure completion of all relevant KCAs by time of OC (max + 6 m) of Phase 1 (with special focus on moderate cost, high impact KCAs like landscape, club and temple). • Design and location of high capital intensity infra eg. MLCP, STP such that we can ensure completion of important infra by time of OC. If shared between multiple MPs, using vertical separation / modules to align capital cost in line with readiness of different MPs. • For any wing, at time of OC, the adjacent wings (either side) should ideally have their RCC topped off.
Secondary Factor	Formwork reutilization (with no / minimal changes)	In a multi-phase project, it is best if the wings are organized in such a way that the formwork is reused for target 75 repetitions with minimal changes in same development.

Other relevant guidelines:

a. Pricing guidelines (Marketing Policy)
b. 3 Yr 9 M Project Completion Guideline (Operations / CM Policy)
c. Logistics Learnings (CM Policy)