



**DREAMS  
REDEVELOPED**





## VISION

*Redevelopment Platform for Bharat*

## MISSION

*To empower the Redevelopment Ecosystem  
with Transparency, Neutrality and Discovery  
for a Green and Smart sustainable living*





A B2B platform for the redevelopment ecosystem that brings together Owners, Developers, Architects, Accountants, Lawyers and other professionals under one roof for promoting green, smart and sustainable living. The Pune-based platform incorporated in 2020 is enabling societies to transition from C2B to sustainable living.



[dreamsredeveloped.com](https://dreamsredeveloped.com)



CA S Lakshminarayanan (PGP, ISB)  
*Founder*



CA Harish Menon  
*Co-Founder*

Platform’s key offerings for the Societies

  
Transparent

  
Process & Interaction

  
Feasibility – Architects

  
Liaisoning – Lawyers

  
Listing Ratings & Reviews

  
Bidding – Raw Material/ Green/ Smart solutions

  
Agreements

  
Compliance & Accounting

Benefits of the platform

End-to-End Redevelopment in Single Platform  
Transparency  
Speed

Platform’s Partner Network and company partnerships

- ◆ 40 Architects
- ◆ 12 CAs
- ◆ 150 lawyers
- ◆ 10 Liaising Partners in Pune



Business Performance Snapshot



2 Cities



> 40,000 people impacted



310 residential societies



>50 Developers



14 Bids serviced



# FORBES – JUNE 2022



## DARE TO DREAM, THEN DECIDE TO DO



CA Lakshminarayanan

**“**We started working towards this concept, with the hardest part being designing for senior citizens. How we solved this issue was by drawing heavy inspiration from WhatsApp chats as almost all senior citizens are well-versed with that UI.”

Born in Salem (Tamil Nadu), CA Lakshminarayanan was always a problem-solver. He is an alumnus of the Indian School of Business 2013. He completed his CA (first attempt) in the year 2004 and enjoyed a successful career as a finance professional with over 16 years of diversified experience. He has worked with established organizations across the financial industry like Stock & Power Exchanges, NBFC, and Tech services. He has experience as a consultant in setting up start-ups and helping them get Funding. He also founded an educational start-up, Genius, working with impoverished and tribal children, teaching them memory and speed-reading techniques. His educational background provided him with the tools required for comprehensive growth. It is the congruence of his experience, his education and his intellect that birthed Dreams Redeveloped.

### The Story Begins at Home

CA Lakshminarayanan's journey with redevelopment began when he, as the Chairman of his own society, went through the entire process himself. The glaring inconsistencies and gaps in the redevelopment procedure left him with an idea. It became clear that there was a need to streamline the process of redevelopment. He started his journey as a consultant for redevelopment projects. Combined with his forte and his partnership with CA Harish Menon, a fellow CA and finance expert, Dreams Redeveloped was pioneered.

Paying attention to nuances, Dreams Redeveloped aims at bridging the gaps between all the asymmetrical components of the redevelopment process. As the leader, CA Lakshminarayanan is at the helm of all operations backed by CA Harish Menon with his financial acumen and input. Addressing details and ironing out all the creases in the process are done seamlessly because of their collaborative efforts.

What truly makes Dreams Redeveloped a smooth, transparent, and fast platform is the seamless connections and synergy created by the experiences and insights garnered by CA Lakshminarayanan. With experience gained from NSE and multiple financial endeavors, his forte lies in negotiations, seeking new opportunities, and bidding. His work in education, especially training kids with memory and

speed reading, mirrored his work with senior citizens as he collaborated on various decisions.

“There are many similarities between children and senior citizens,” he smiles. “Both are eager to learn, curious and innocent. Empathizing and dealing with their issues form the base of our scope”.

His entrepreneurial experience with Genius and tech start-up aided him in automating this platform with the thought of creating a “matrimonial like site for Societies and Developers.” He recounted “we started working towards this concept, with the hardest part being designing for senior citizens. How we solved this issue was by drawing heavy inspiration from WhatsApp chats as almost all senior citizens are well-versed with that UI.”



CA Harish Menon

### The Future He Envisions

*The best way to predict the future is to create it.*

The vision for the next three years is to go PAN-India and cater to everyone who wants to redevelop their homes. The partnerships acquired have proved to be successful and strengthen the integrity of Dreams Redeveloped. CA Lakshminarayanan expects a boom in the redevelopment ecosystem with the growth in population and lack of physical sites.

“The only way ahead is redevelopment”, he says. He also hosted the first “Redevelopment Expo” to create an extensive network of Developers, Architects, Lawyers and citizens participating with enthusiasm.

Working together, CA Lakshminarayanan and CA Menon aim to make the redevelopment process impeccable for Indian citizens.

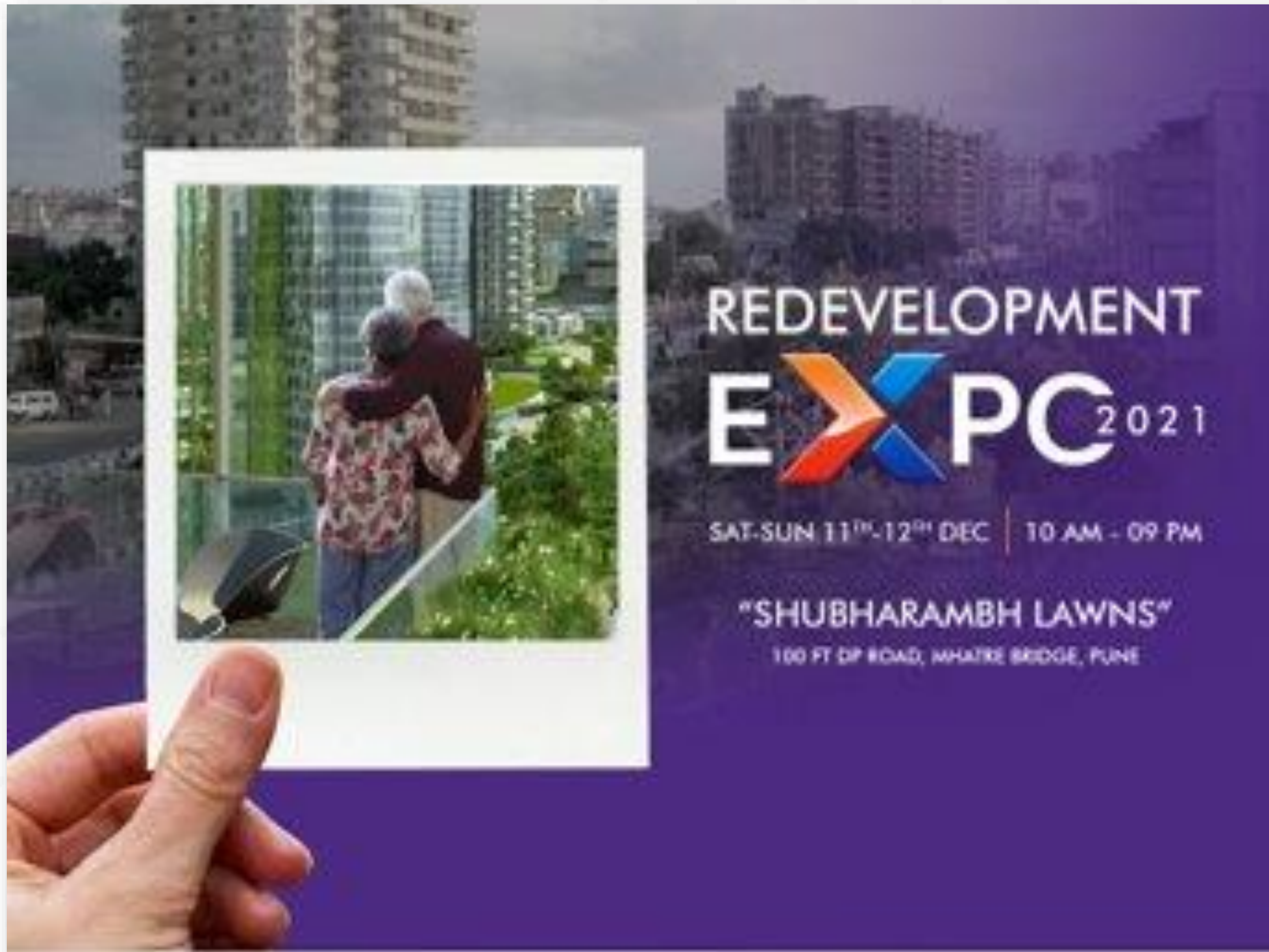


# FEMINA COVER PAGE – FEB/MAR 2023





# INDIA'S FIRST REDEVELOPMENT EXPO



- Conducted India's First Redevelopment Expo in Pune - Dec 11 and 12 2021
- With eminent Dignitaries
- Panel Discussions
- 40 Developers stalls
- Attended by Architects, Lawyers, PMC
- Around 400 to 500 Societies visited the Expo
- Footfall - 1000 to 1500 People



# OTHER ACCOLADES & ACHIEVEMENTS



- Pune Realty Icon – Pune Times
- Innovative Real Estate StartUp – Pune Mirror



## 'Dreamsredeveloped', a Phygital boon for Redevelopment in the realty sector

Technology has revolutionized the real estate industry in a wide range of ways and has created new possibilities for all stakeholders. With the incorporation of technology, the real estate industry has become more resilient, invincible, and dynamic. Pune-based Startup Dreams redeveloped provides a fantastic platform for redevelopment projects in the region. It is the first company to provide a single platform for the growing redevelopment ecosystem. Its aim is to simplify and streamline the process of redevelopment, to ensure fast documentation completion with 100% transparent and neutral Bidding especially for Senior Citizens. There are many locations in Pune that they have covered successfully, including Prabhat Road, Kothrud, Sadashiv Peth, Patwardhan Bang, Baner, Pashan, Warje and Kalyani Nagar.



The company was founded by CA S Lakshminarayanan (SB FGP) in 2020 with the ambition to touch a million Dreams across the country through a Redevelopment Ecosystem. He graduated from Indi School of Business, CA (first attempt) in 2004 and is an accomplished Teacher (Reading, MI Map and Memory trainer) and finance professional with over years of experience in setting start-ups and working with established organizations across Financial Services, such as Stock & Power Exchanges, NBFCs, as well Tech services. Since he had personally gone through the redevelopment process, he was aware of the information asymmetry in the space. With this understanding the nuances, he has developed the ecosystem to support societies & developers in this end-to-end redevelopment process. A smooth, transparent, and fast redevelopment process can be achieved by guiding Societies with the discovery bidding, paperwork, compliance and cooperative process, which will get the 100% ready for redevelopment.



- Featured by Zee 24 Taas
- Featured in Mirror, Pune Times, etc.





## NOTABLE PROJECTS

Project Name	Area	Size	Tenaments
Niyoshi Park IV	Aundh - Parihar Chowk	14029 sq ft	39
Supercon Residency (Shirine Garden)	Aundh - Parihar Chowk	39773 sq ft	52
Guru Ganesh Nagar	Kothrud - DP Road	5 Acre	392
Avantika	Kothrud - Ideal Colony	14357 sq ft	14
Kumbare Park	Kothrud - near Eklavya	2 Acre	164
Chintamani Nagar	Kothrud - near Eklavya	27986 sq ft	62
Radhakrishna	Kothrud - oppostie Anand Nagar Metro Station	17922 sq ft	34
Vijaylakshmi	Kothrud - Paud Road	18299 sq ft	23
Manoj Cooperative housing Society	PCMC - Ajmera Colony	55801 sq ft	132
Samada Apartment	Prabhat Road	7950 sq ft	10
Bageshri	Sadashiv Peth	10890 sq ft	14
Lokmanya Nagar 15	Sadashiv Peth - Lokmanya Nagar	9784 sq ft	18
Om Mahavir	Yerwada	52592 sq ft	75





## Redevelopment

Readiness

Togetherness

Process based Approach



## Society

Feasibility Report (4 step)

PASS – (Paperwork> Area Statement>  
Same thought process> Similar  
Expectations)

Transparent Bidding

Vetted Agreements

Handholding till Possession



## Timelines

Preparation - 3 to 6 months

Bidding – 3 to 4 Months

Agreements – 2 to 3  
months

Construction – 2 to 4 years

Depending on Plot Area/  
No. of Flats/ Complications



## Features

Transparency

Speed

Online

Green/ Smart Building



We are with you – Lets enjoy the Journey



## CASE STUDY FROM AUNDH, PARIHAR CHOWK

### Appointed

**June 2022**

### Feasibility

**June 21, 2022,  
41 to 43%**

### Online Bid

**13 July 2022 and last  
date of Submission  
30 July 2022**

### Final Selection

**In 2 Months – 28 Aug 2022  
with 50% offer + Green  
Building and good amenities**



## CASE STUDY FROM KOTHRUD

### Appointed

**September 2021**

### Feasibility

**September 29 2021,  
73 to 80%**

### Online Bid

**20 Dec 2021 and last  
date of Submission  
15 January 2022**

### Final Selection

**In 4 Months - 8, May 2022  
with 85% offer and good  
amenities**



# THANK YOU

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