



Project Maitree
-revolutionizing redevelopment

S-13, Yesss Works, 2nd Floor, Pinnacle Business Park, Next to Ahura Center Andheri East, Mumbai- 400093
+91 99206 67327 | +91 99200 66050 | www.projectmaitree.com | redevelopment@projectmaitree.com

A BETTER INFORMED SOCIETY IS
A FREER SOCIETY



ABOUT US

Project Maitree is a boutique architectural and project management consultancy dedicated to the redevelopment of cooperative housing societies. The practice is led by **Architect Dhaval M. Parsana** and is built on the principle that **redevelopment must be driven by sound design, regulatory clarity, and informed decision-making.**

We assist housing societies in navigating the complexities of redevelopment by providing independent technical guidance across feasibility assessment, architectural planning, tendering support, developer evaluation, and construction-stage coordination. Our approach integrates architectural thinking with structured project management systems to ensure that redevelopment projects are viable, compliant, and aligned with the long-term interests of society members.

SALIENT FEATURES

- Government empanelled **Architect–Project Development & Management Consultant (PDMC)** under **Category A**
- Design-led feasibility studies supported by market-based revenue assessment
- Structured, performance-based developer evaluation methodologies
- Transparent, technology-enabled project monitoring systems

OUR WORK

Project Maitree is presently associated with **over twenty-five cooperative housing societies** across the **Mumbai Metropolitan Region**, handling projects ranging from **450 sq.m.** plots to large redevelopment campuses of **42,500 sq.m.**

Our focused project model ensures continuity, accountability, and direct professional involvement. With experience across **South Mumbai, suburban, and satellite regions**, we effectively address varied planning regulations, approval processes, and redevelopment challenges, applying equal rigour to projects of all scales

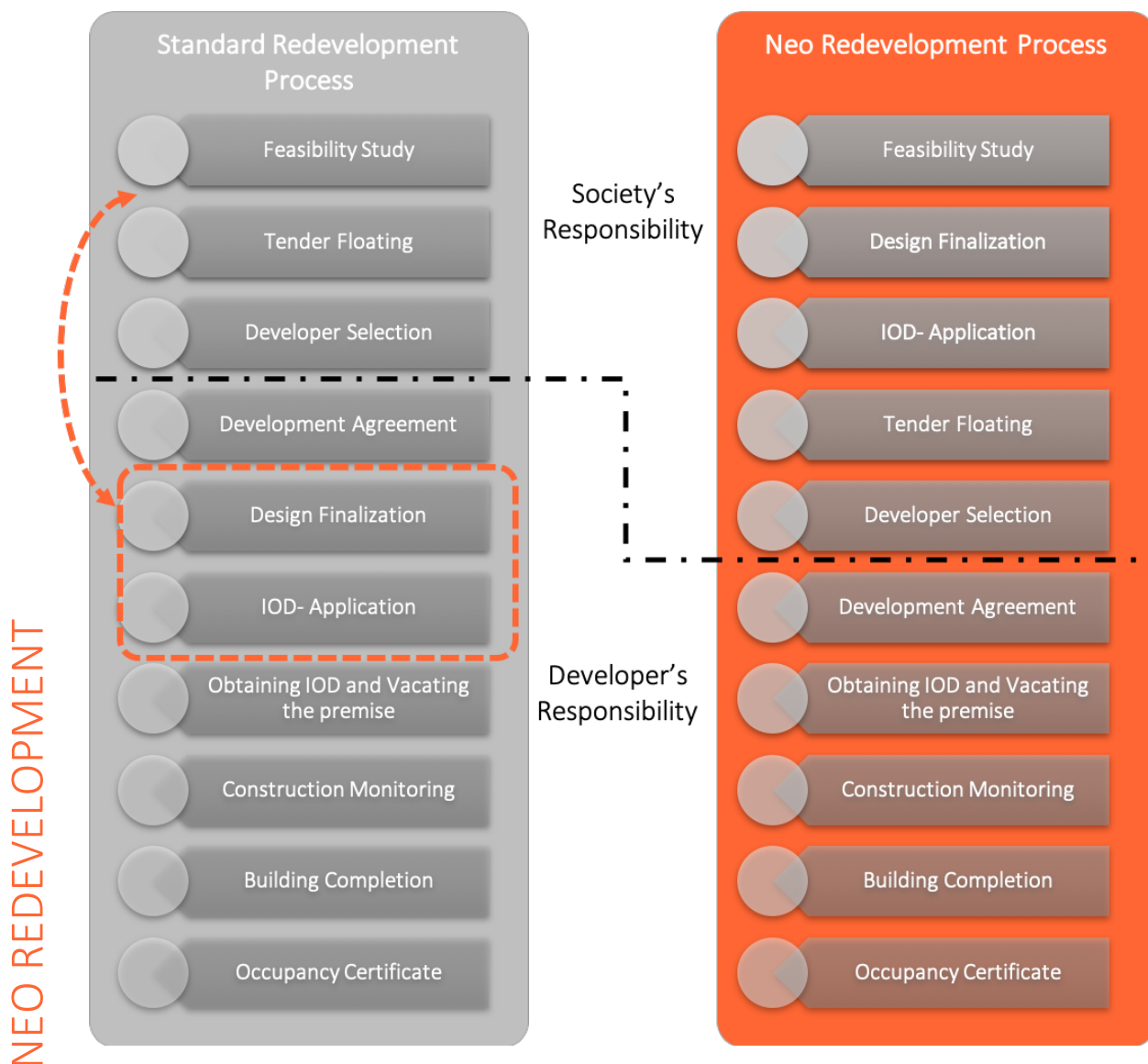


OUR BELIEF

Maximize the Benefits with minimum risk

More than 5,000 projects are under stalled conditions, and several are stuck for over a decade. Key factors behind the same are the uncertain regulatory environment and project finance. Hearing such news, members are either scared to go for the redevelopment or inclined to go for self-redevelopment. Self-redevelopment is ideal, but members are scared to go ahead as they do not have expertise and experience in the sector.

To overcome this challenge, 'Project Maitree' introduced a structured change in the redevelopment process. This new redevelopment process to maximise benefits with minimum risk is called "Neo-Redevelopment".





The said structured change will help society and builders to get maximum clarity about the project and it will also protect society as well as the appointed developer from any adverse changes in the development regulations. The key benefits of the “Neo-Redevelopment” process are,

1. Members will have greater clarity about the design of their new premises, parking and amenities.
2. Developers/ Bidders can have greater clarity associated with project costs including construction costs, open space deficiency, staircase and other premium costs without incurring additional design costs.
3. Greater project cost clarity among all interested Developers/ Bidders will help in getting a better offer for hardship compensation/ corpus.
4. As an initial applicant for IOD, society will have greater control of the project.
5. The project implementation timeline is reduced significantly.



Participatory Approach in decision-making

Each member has different expectations and fulfilling the same may lead to an infeasible solution. In this process, we identify members' expectations of upgraded lifestyles, space requirements, and amenities through focus group discussions with members. These inputs are collated and a comprehensive list is prepared for the developers.



Performance-based developer's selection

The traditional approach of Balance Sheet analysis is misleading and abrupt, as the balance sheets are primarily made for taxation purposes hence it fails to reveal the true nature of bidders.

To overcome this limitation, a performance-based developer appraisal system is defined, whereby the performance is measured on the developer's current deliverables and future cash requirements of current projects. In other words, the developer's ongoing project 'run-rate' and required 'run-rate' for completion of the project. These 'run-rate' are computed for construction as well as for sales.

The ratio of the achieved 'run-rate' to the required 'run-rate' for construction and sales reveals the true nature of the developer/ bidder.

Achieved Construction Run-rate to Required Construction Run Rate Ratio	Achieved Sales Run-rate to Required Sales Run Rate Ratio		
	Greater than 1	1	Less than 1
Greater than 1	Over Performance	Balanced Performance	Under Performance with future cash flow issues and slowdown construction
1	Balanced Performance	Balanced Performance	
Less than 1	Poor Performances with the Possibility of Fund Diversion in other projects/ company		Non-Performing



Complete transparency through technology

Tech-based monitoring of underway projects through our online tool empowers society members to scrutinize the progress of the project closely without having to visit the site every now and then. Along with photographs of the project, construction progress would be visible on the tool. Meetings, discussions or paperwork related to the project would be available online to induce transparency in the entire process. Alerts can be issued to flag some concern within a closed group or to all members.

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project **maitree**
enabling redevelopment

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GHI society

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Griha Housing Industry Society, Andheri East

Address....., Mumbai 400090

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Good Evening, Mr. ASDFFDF Asdg

Project Activity Schedule

Activity	Start	End
1.0 Initiation	0 day	~1.5 months
2.0 Redevelopment SGM	~1.5 months	~3 months
3.0 Architect Appointment	~2.5 months	~4.5 months
4.0 Feasibility	~3.5 months	~5.5 months
5.0 Tendering	~4.5 months	~6.5 months
6.0 Bid Scrutiny	~5.5 months	~7.5 months
7.0 Developer Shortlisting	~6.5 months	~8.5 months
8.0 Development Agreement	~7.5 months	~9.5 months
9.0 Architectural Design	~8.5 months	~10.5 months
10.0 IOD/ NOC & Concessional Approval	~9.5 months	~11.5 months
11.0 CC & Further approvals	~10.5 months	~12.5 months
12.0 Occupancy	~11.5 months	~13.5 months

0 day | 4 Year

General Documents 3

DD/MM/YYYY

Pre Construction Documents 5

DD/MM/YYYY

Construction Progress Document 0

DD/MM/YYYY

NOC 5

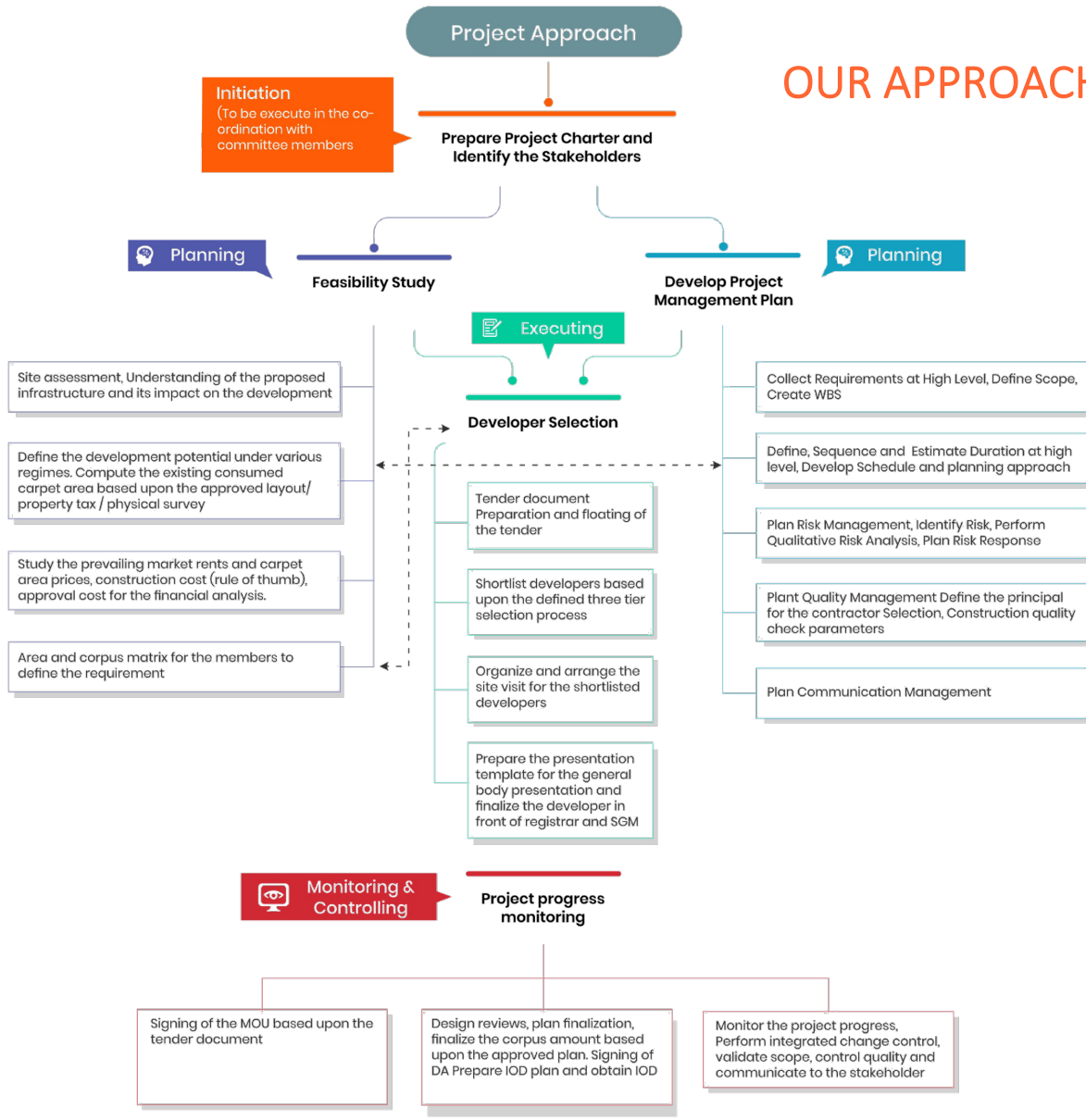
DD/MM/YYYY

Comments and Question Answer: (Enable/ Disable by Admin)

PROJECT MONITORING



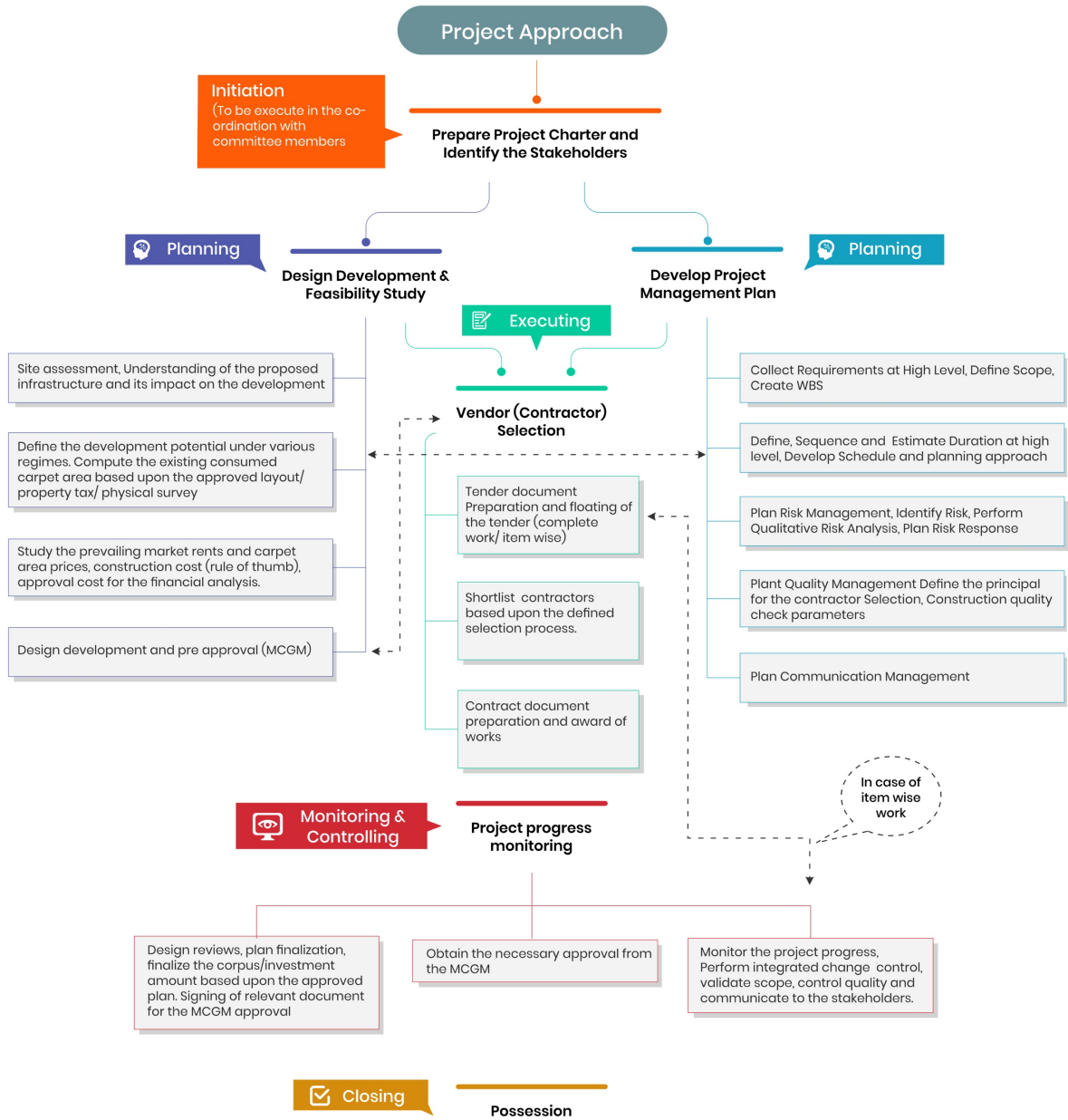
OUR APPROACH



DEVELOPER REDEVELOPMENT

Timeline





Timeline



SELF REDEVELOPMENT



SERVICES

Feasibility Study

An exhaustive feasibility report covers all the facts and factors deemed essential for the redevelopment of a building. Used as a concept note to attract stakeholders, a professional feasibility study is the first step towards achieving overall goals. Site and context, land ownership, reservation and its impact, authorised carpet area, protected built-up area, building height assessment, development assessment, applicable FSI and TDR with or without premium, fungible compensatory area, additional FSI, open space, miscellaneous provisions, the incentive offered under DCPR 2034, cost and revenue assumption, cashflow modelling and cost estimation are discussed at length in the feasibility report.

Design Development

Design is the foundation of any redevelopment project. A comprehensive detailed design of members' new premise is prepared by ensuring minimum wastage of space, ample light-ventilation, and structural efficiency. The layout and recreational spaces are designed by keeping a special focus on requirements for children and senior citizens.

Tendering and Developer Evaluation

In order to secure the best deal, an evaluation of proposals submitted by interested stakeholders is carried out. The selection of the developer is primarily driven by his/her past performance and track record. His current deliverables, future cash flow requirements, average time spent to construct the projects, and capacity to deliver on commitment would be analyzed.

Project Monitoring

Tech-based monitoring of underway project, our online tool Project Monitoring empower society members to scrutinize the progress of the project closely without having to visit the site every now and then. Along with photographs of the project, construction progress would be visible on the tool. Meetings, discussions or paperwork related to the project would be available online to induce transparency in the entire process. Alerts can be issued to flag some concern within a closed group or to all members



Obtain the conveyance and amend society name on property card



Appoint professionals (Architects, lawyer) from beginning till possession of new flat



Prepare comprehensive policy for redevelopment of your building first & then take decision based upon the outcome



Finalize members RERA carpet area based upon carpet area policy define by society before floating the tender



All communication with the developers shall be in written and all meetings shall be minuted.

Precautions to be followed in the conventional method



Prepare tender Document clearly define selection process/evaluation methodology, & copy of development agreement



Avoid Negotiation post the appointment of the developer and focus on finalisation of the development agreement and design.



Don't just select developer based upon their offer & completed projects, Consider their constructor pace, sales velocity, and average approval time for ongoing and recently completed projects.



Invite pre-bid meeting of interest parties to clarify their doubts. Issue the corrigendum, if required



Ensure the provision of step in right delay penalties in development agreement and tender document.



ADVISORS

Sr. No.	Name	Qualification	Designation	Fields of Expertise	Experience in the field (Years)
1	Er. Vijay Thakre (Retd. Chief Engineer MHADA, MD Upscale Consultants, Mumbai)	B.E. Civil, M.Tech. Civil (IIT Bombay), LLB	Advisor	Construction Project Management & Quality Control	35 +
2	Mr. Pankaj Kapoor (MD & Founder Liasis Foras Real Estate Research and Rating Pvt Ltd)	MBA	Advisor	Project Finance/ Structuring and Market Research	22+
3	Ar. Jaydatt Vaishnav (Partner at I-Con Architects and Urban Planner)	B.Arch M.Plan	Advisor	Architectural Design	18+
4	Ar. Dhaval Parsana	B.Arch M.Plan	Proprietor	Architectural Design & Project Co- ordination	15+

PEOPLE

Sr. No	Name	Qualification	Designation
1	Dhaval Parsana	B.Arch, M.Plan (Specialization in Housing and Urban Planning)	Principal- Architect
2	Savan Kakadia	B.E. Civil, M.E. Structure	Sr. Associate- Structural Engineer
3	Hardik Patel	B.E. Civil, M.Plan (Infrastructure)	Associate- Engineer
4	Samir Shah	CA	Associate- Chartered Account
5	Yash Khokhariya	B. Arch	Architect
6	Nikhil Chotalia	B-I.D	Associate- Visualizer and Interior designer
7	Gopinath Salvi	Diploma Civil	Associate- Surveyor
8	Sudhir Dhasre	Diploma in Computer Software	Associate- Surveyor and CAD specialist



Project Maitree

Pinnacle Business Park, Mahakali Caves Rd, near Ahura Centre, M.I.D.C, Andheri East, Mumbai, Maharashtra

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4.9 46 reviews ⓘ

People often mention

- All
- cooperation 4
- society 4
- knowledge 4
- questions 4
- understand 3
- informative 3

Sort by

- Most relevant
- Newest
- Highest
- Lowest

- AMIT S**
8 reviews

5 months ago

Mr Dhaval from project maitree share us exact answer what we looking.
Thanks Mr. Dhaval for your cooperation

[Reply](#) [Like](#)
- Shailesh T R**
6 reviews

10 months ago

Excellently handled by Mr Dhaval P
All queries addressed and way forward also highlighted.
All this in a no-obligation call.
No question that these are a set thoroughly professional professionals.
Keep up the good work!

[Reply](#) [Like](#)
- chintan mange**
5 reviews

6 months ago

Dhaval Sir has a very deep knowledge about redevelopment of society and architectural designing and is very polite....good experience overall.

[Reply](#) [Like](#)
- ROHAN APRAJ**
1 review

7 months ago

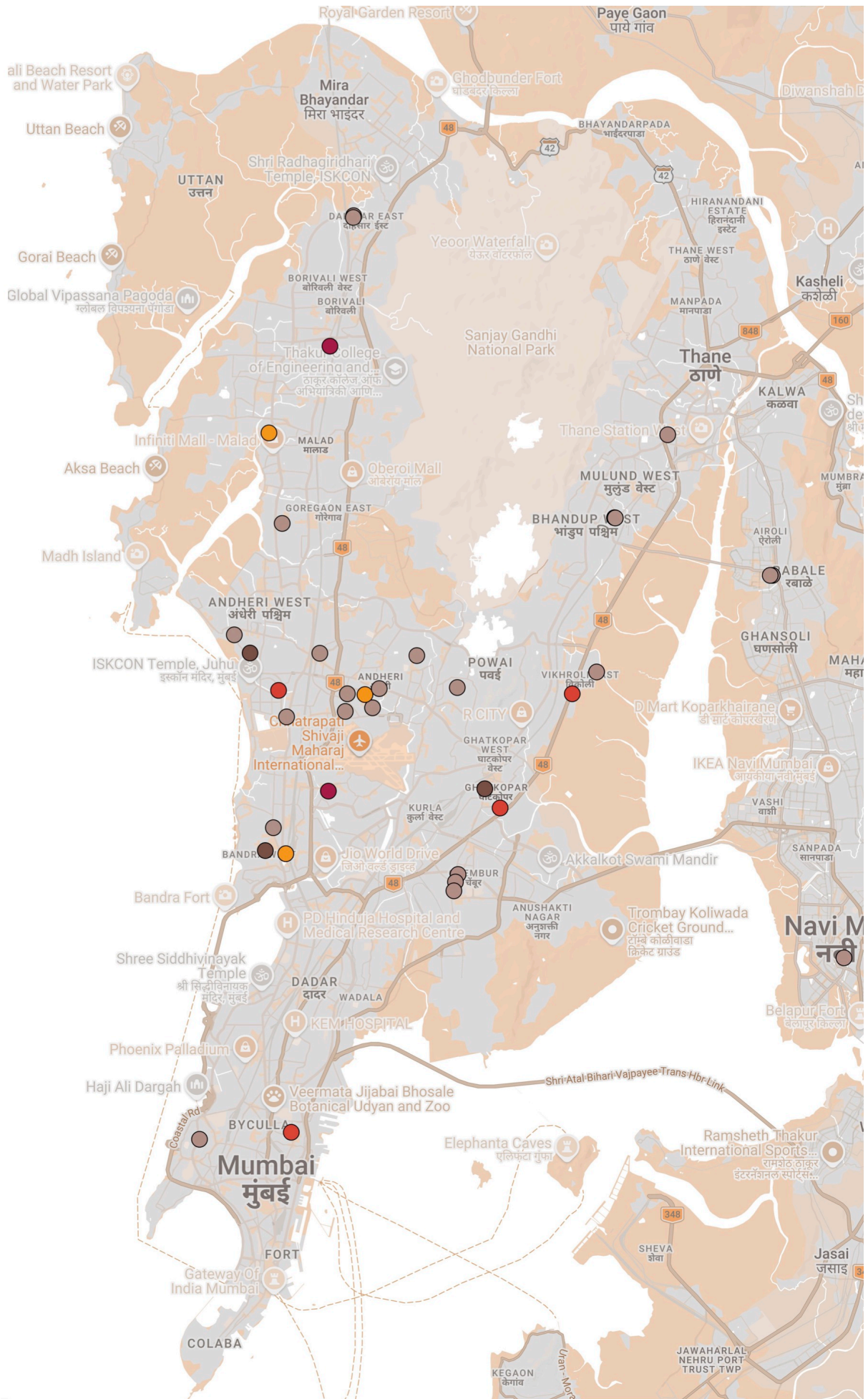
Thank you Dhaval ji, for your valuable guidance which you have always provided us as and when required..
Your inputs and knowledge is valuable and much appreciated...
You are truly a genuine person...Once again thanks for your cooperation 🙏

[Reply](#) [Like](#)

USER REVIEWS



SOCIETY REDEVELOPMENT PROJECTS





ACTIVE PROJECTS

Name	Location	Units	Land area	Redevelopment Stage
Hari Om CHSL	Borivali West	216	8,979 Sqm	IOD/ CC
Garodia Nagar 12 Society Cluster Redevelopment	Ghatkopar East	207	7,741 Sqm	Plan & DA Finalization
Santacruz Varsha CHSL	Vile Parle West	19	2,234 Sqm	Plan & DA Finalization
Guru Himmat CHSL	Mazgaon	42 (R) +8 (S)	1,655 Sqm	Plan & DA Finalization
Kannamwar Nagar Sneha CHSL	Vikhroli East	20	702 Sqm	Plan & DA Finalization
Sukhdayak CHSL	Andheri East	132	10,164 Sqm	Developer Selection
Rajendra Vihar CHSL	Malad West	117 (R) +8 (S)	4,189 Sqm	Developer Selection
Florencia CHSL	Bandra West	14 + 1 (Bungalow)	1,534 Sqm	Tendering
Ambika Darshan CSL	Ghatkopar East	52*	1,755 Sqm	Feasibility

*“The great secret of true success,
of true happiness, is this:
the man or woman who asks for no return, the
perfectly unselfish person, is the most successful”*

- Swami Vivekananda



Architect and Project Management Consultant

Developer Redevelopment | Self Redevelopment | Neo Redevelopment

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