

A GLOBAL ALLIANCE.

A NEW STANDARD FOR INDIAN REAL ESTATE.

AN EXCLUSIVE AFFILIATE PARTNERSHIP
FOR VISIONARY DEVELOPERS.



 **USS** | India | **Forbes**
GLOBAL PROPERTIES



Great brands are defined not by scale alone, but by the standards they uphold. The alliance between **USS Group** and **India Forbes Global Properties** marks a defining moment for Indian luxury real estate where global authority meets local expertise.



Forbes

A CENTURY OF AUTHORITY

For over a century, the name Forbes has not merely reported success - it has defined it.

Since its founding in 1917, Forbes has become the definitive chronicle of global enterprise, wealth creation, leadership, and influence. It has documented the rise of industries, profiled the world's most powerful visionaries, and set the benchmark for what achievement looks like at the highest level.



To be associated with the Forbes name is to be aligned with credibility earned over generations. It represents discernment, economic authority, and the power of informed decision-making. It is a brand that commands respect in boardrooms, investment circles, and global markets alike.

More than a publication, Forbes is a global symbol of economic power and strategic intelligence. Its legacy is built not on trends, but on trust. And trust, sustained for over 100 years, becomes authority.

That authority now extends into the world of luxury real estate with the same rigor, selectivity, and global influence that defines the Forbes name.







A TRULY GLOBAL FOOTPRINT

Influence, to be meaningful, must transcend borders.

Forbes Global Properties operates across premier luxury markets spanning North America, Europe, the Middle East, Asia, and beyond. Its presence is not incidental - it is strategic. Each region is represented by carefully vetted market leaders who understand both local nuance and global expectations.



This international footprint enables properties to be showcased to a worldwide audience of discerning buyers and investors - individuals who operate beyond geography and think in terms of global opportunity.

Luxury today is global. Capital is mobile.
Aspirations are international.

Through its worldwide presence, Forbes Global Properties ensures that exceptional real estate is positioned not just within a city or country but on the global stage.



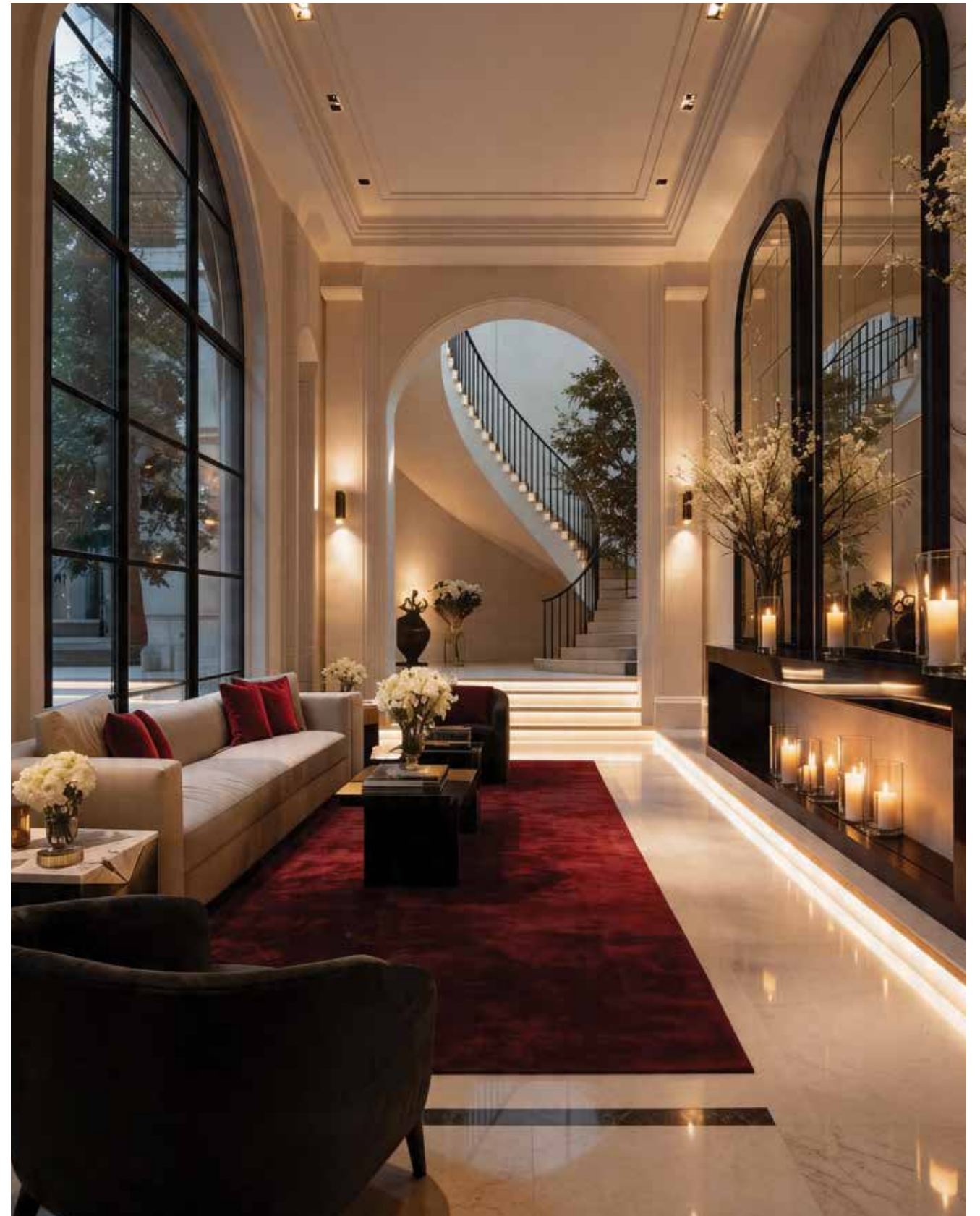


Forbes

GLOBAL PROPERTIES

Forbes Global Properties is the exclusive real estate partner of Forbes, uniting a consortium of the world's most distinguished independent brokerages across select cities and premier second-home destinations.

Owned and operated by its member brokerages with a Forbes ownership stake aligning shared success - the network is built on credibility, performance, and global reach. Membership is strictly by invitation, reserved for top-tier firms with a proven record of excellence in luxury real estate.





Leveraging Forbes' unparalleled global presence and a digital audience of more than 140 million, Forbes Global Properties connects discerning buyers and sellers to a curated portfolio of the world's most prestigious residences represented by the industry's most accomplished agents.

Each property is showcased with sophisticated editorial storytelling, timely market intelligence, and exposure across Forbes' trusted media platforms. This powerful combination of brand authority, data-driven insight, and global visibility enables agents to engage, inspire, and transact with an increasingly international audience.

Forbes Global Properties represents more than exceptional homes, it represents a global standard in luxury real estate.





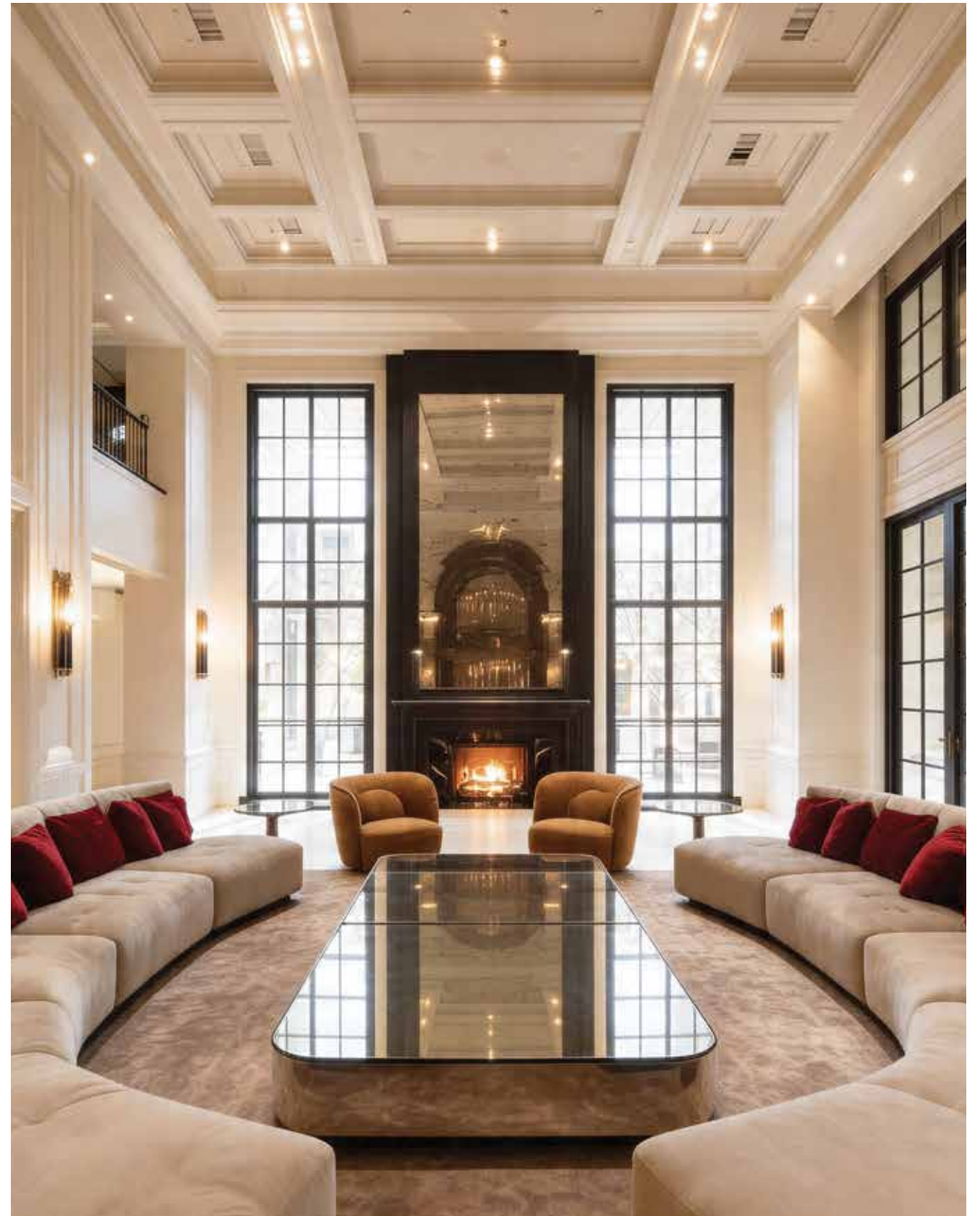




A TRUSTED GLOBAL STANDARD, THOUGHTFULLY ALIGNED WITH INDIA'S EVOLUTION

India Forbes Global Properties was established with a clear and disciplined purpose to represent exceptional real estate through a globally trusted platform.

It was never designed to be a marketplace of volume.
It was created to be a network of distinction.



Across international markets, the platform brings together highly regarded real estate firms and accomplished professionals who are united by shared principles: credibility, discretion, market intelligence, and enduring value. Each partner is selected not simply for scale, but for alignment - alignment with standards that reflect the authority and discernment long associated with the Forbes name. This global framework now finds meaningful relevance in India.

India today stands at a defining moment in its real estate journey. The sector has matured. Governance has strengthened. Transparency has increased. Institutional capital has deepened its footprint. And perhaps most importantly, buyers have evolved.



Today's Indian luxury buyer is no longer guided purely by aspiration. They are guided by discernment.

They ask deeper questions.

About the quality of execution.

About long-term relevance.

About sustainability.

About credibility of representation.

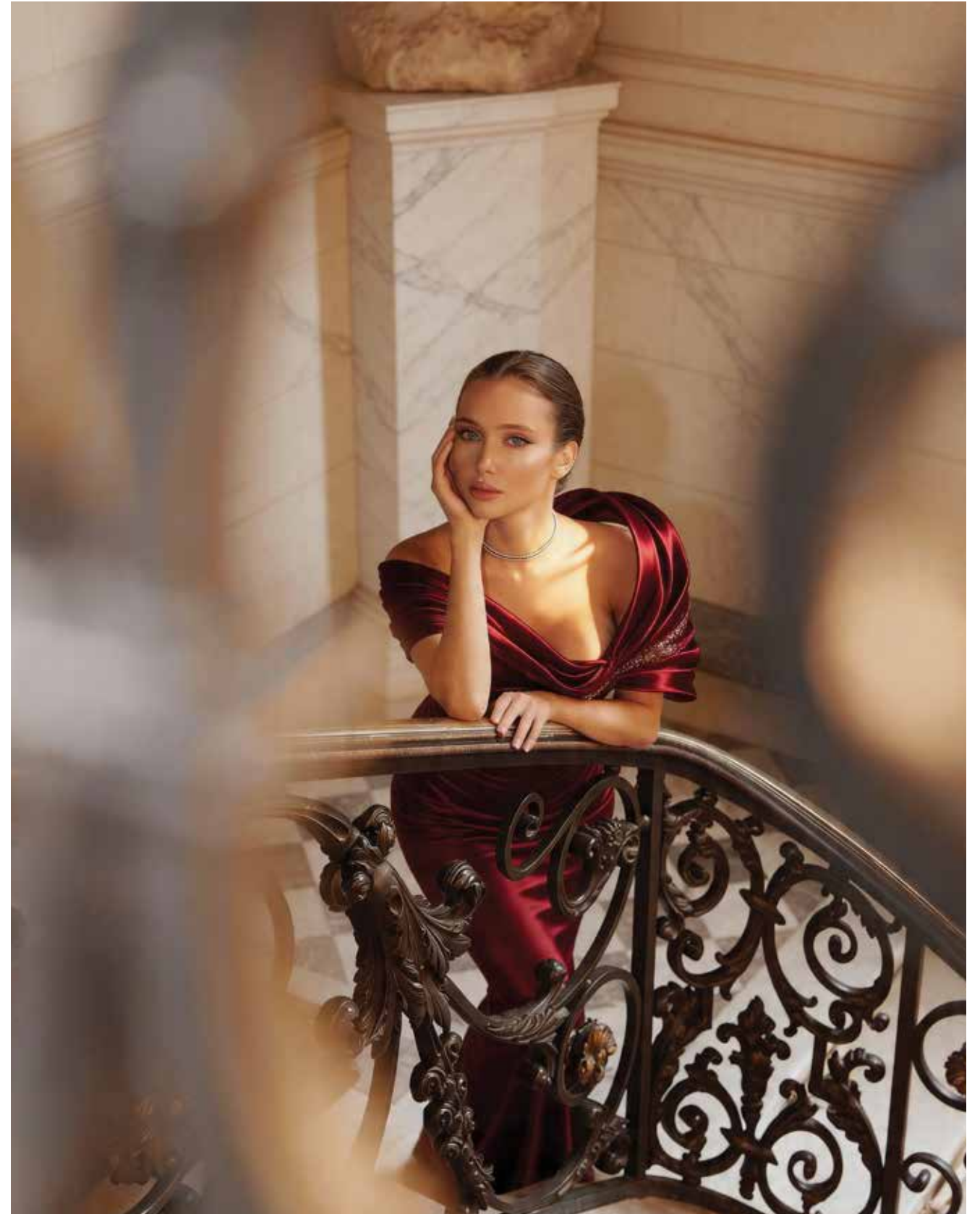
CURATED NETWORK MODEL

SELECTIVE. STRATEGIC. INTENTIONAL.

At India Forbes Global Properties, exclusivity is not
a message - it is a mandate.

We do not operate as an open platform. We
function as a curated network, built on carefully
evaluated partnerships with leading real estate
firms across India who reflect our global standards
of credibility, performance, and discretion.

Each association is deliberate. Each partner is
chosen for alignment, not just with market
leadership, but with integrity, governance, and
long-term vision. Our expansion within India is not
driven by scale. It is guided by strength.





We believe that the power of a network lies not in how widely it spreads, but in how precisely it represents. By maintaining a disciplined structure, we protect the integrity of the Forbes legacy while elevating the positioning of every firm and property within our ecosystem.

Relevance over reach. Quality over quantity. Standards over shortcuts. That is our framework.



SELECTIVE REPRESENTATION OF LUXURY PROPERTIES

ONLY THE EXCEPTIONAL

Not every property is suited for representation under
India Forbes Global Properties.

We showcase exceptional residential and high-end properties
that meet rigorous benchmarks in architectural merit, location,
market stature, and enduring value.

Selection is not transactional. It is evaluative. Representation is
earned through distinction through a combination of design
excellence, market credibility, and long-term relevance.

In today's Indian real estate landscape, where visibility is
abundant but validation is rare, selectivity becomes
meaningful differentiation. Our portfolio reflects homes and
developments that speak to a sophisticated, globally aware
buyer - individuals who seek refinement, governance, and
substance beyond presentation. Within our network, luxury is
not defined by excess. It is defined by standards upheld.





GLOBAL STANDARDS. STRATEGIC POSITIONING.

At India Forbes Global Properties, positioning precedes promotion.

Value in luxury real estate is not created through noise or scale - it is shaped through clarity, discipline, and strategic intent. In a market defined by increasing sophistication, perception holds equal weight to performance.

Real estate is not approached as a transactional pursuit, but as a positioning discipline one that demands foresight, restraint, and precision. Luxury, within this framework, is not announced. It is evident.

Leveraging the global authority of the Forbes brand, India Forbes Global Properties ensures that every representation reflects international standards, institutional credibility, and enduring strategic value.

Because positioning, when executed with discipline, becomes permanent.







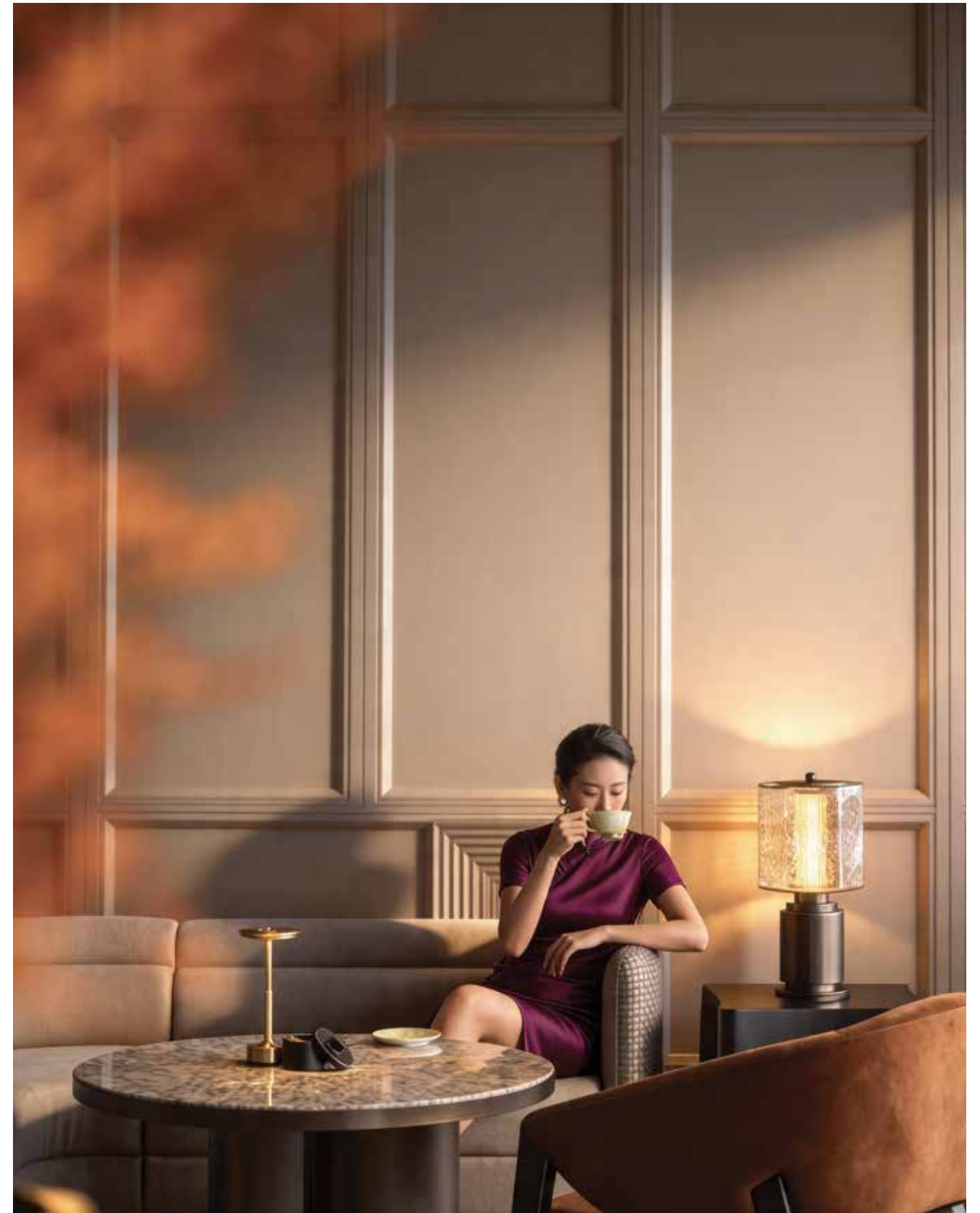


INDIA REPRESENTATIVE OF FORBES GLOBAL PROPERTIES

STRATEGY BEFORE VISIBILITY

At USS Group, positioning precedes promotion.

We believe value in luxury real estate is not created through noise or scale - it is shaped through clarity, discipline, and strategic intent. In a market defined by increasing sophistication, perception holds equal weight to performance.



Our philosophy is rooted in structured alignment:

Alignment of brand with global benchmark

Alignment of ambition with governance

Alignment of development with enduring relevance



We do not approach real estate as a transactional pursuit. We approach it as a positioning discipline, one that demands foresight, restraint, and precision. Luxury, in our framework, is not announced. It is evident.

As the India representative of Forbes Global Properties, we ensure that every association reflects global standards, institutional credibility, and long-term strategic value. Because positioning, when executed with discipline, becomes permanent.



UNDERSTANDING THE LANDSCAPE
BEYOND THE SURFACE

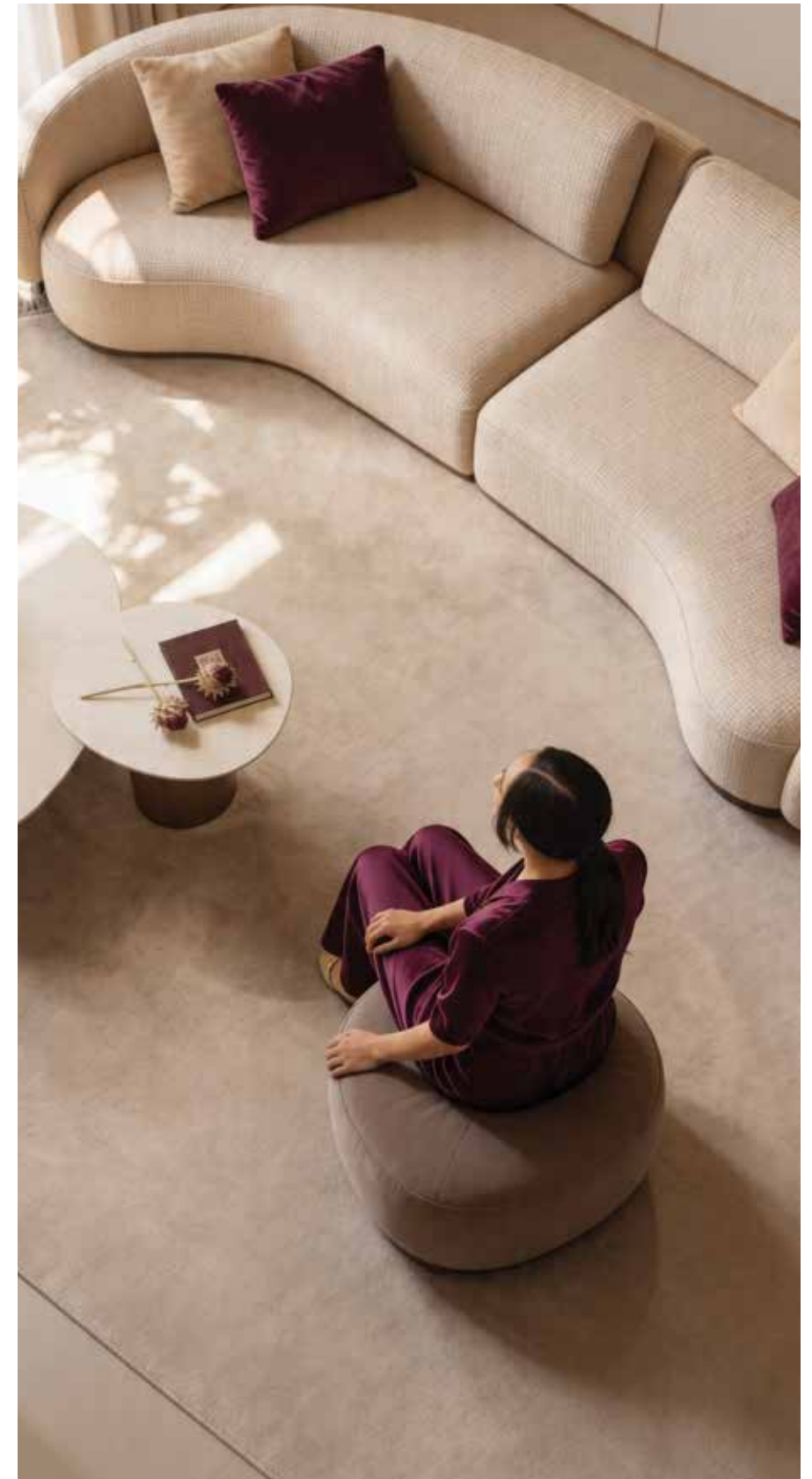


India's real estate landscape is layered, dynamic, and rapidly evolving.

Institutional capital is increasing. Governance is strengthening. Buyers are more informed, more discerning, and more globally aware than ever before.

At USS, our role is not simply to observe these shifts but to interpret them. We operate with a long-view perspective, understanding that luxury markets are influenced by cycles, sentiment, infrastructure development, policy reform, and capital flow. Strategic depth lies in recognising patterns before they become trends.

Our insight allows us to guide representation with discipline. We assess not only present performance, but long-term relevance. Because in premium real estate, timing shapes value and foresight protects it.







THE STRATEGIC INTERFACE

USS Group is more than the India representative partner. We are the gateway. The curator. The strategic interface between India's evolving luxury market and a globally trusted platform.

In a landscape defined by growth, discernment, and rising standards, our role is clear: To ensure that global credibility is matched by local precision.



THE ALLIANCE HEAD FOR India | **Forbes** GLOBAL PROPERTIES

India Forbes Global Properties requires more than representation. It requires stewardship.

A platform built on global credibility must be guided by a leadership team capable of preserving standards, curating partnerships, and ensuring disciplined growth across one of the world's most dynamic real estate markets.

That responsibility rests with USS Group.

As the Alliance Head for India Forbes Global Properties, USS Group plays a central role in building meaningful connections across the luxury real estate landscape.

We bring together visionary developers, respected brokerage leaders, investors, high-net-worth individuals, global buyers, and strategic industry stakeholders through a platform built on credibility, trust, and global standards. Our role is not simply to facilitate introductions.

It is to create alignment.

Alignment between
opportunity and capital.

Between exceptional developments
and qualified audiences.

Between local excellence
and global visibility.



Through these relationships, we help shape an ecosystem where value is strengthened through association and opportunities are elevated through strategic connection.





USS'S ROLE IN THE ECOSYSTEM

**BUILDING THE NETWORK. PROTECTING
THE STANDARD.**

As Alliance Head, USS is responsible for:

- Strategic expansion across India
- Selection and evaluation of affiliate partners
- Developer relationship management
- Representation of India within the global network
- Maintaining alignment with Forbes Global Properties standards
- Strengthening market credibility and long-term network value

Every partnership enters the ecosystem through a framework designed to protect both the Forbes legacy and the integrity of the Indian platform.

INTEGRITY WITHOUT COMPROMISE

Standards are meaningful only when upheld consistently.

USS Group operates with a clear responsibility: to protect the integrity of the Forbes Global Properties platform within India. This commitment requires discipline, objectivity, and restraint. It demands that we prioritise long-term credibility over short-term opportunity. Every partnership is evaluated against a benchmark. Every representation reflects accountability.

We understand that global alignment carries expectation and expectation requires stewardship. As the strategic interface between India and the global network, USS ensures that excellence is not aspirational. It is operational.



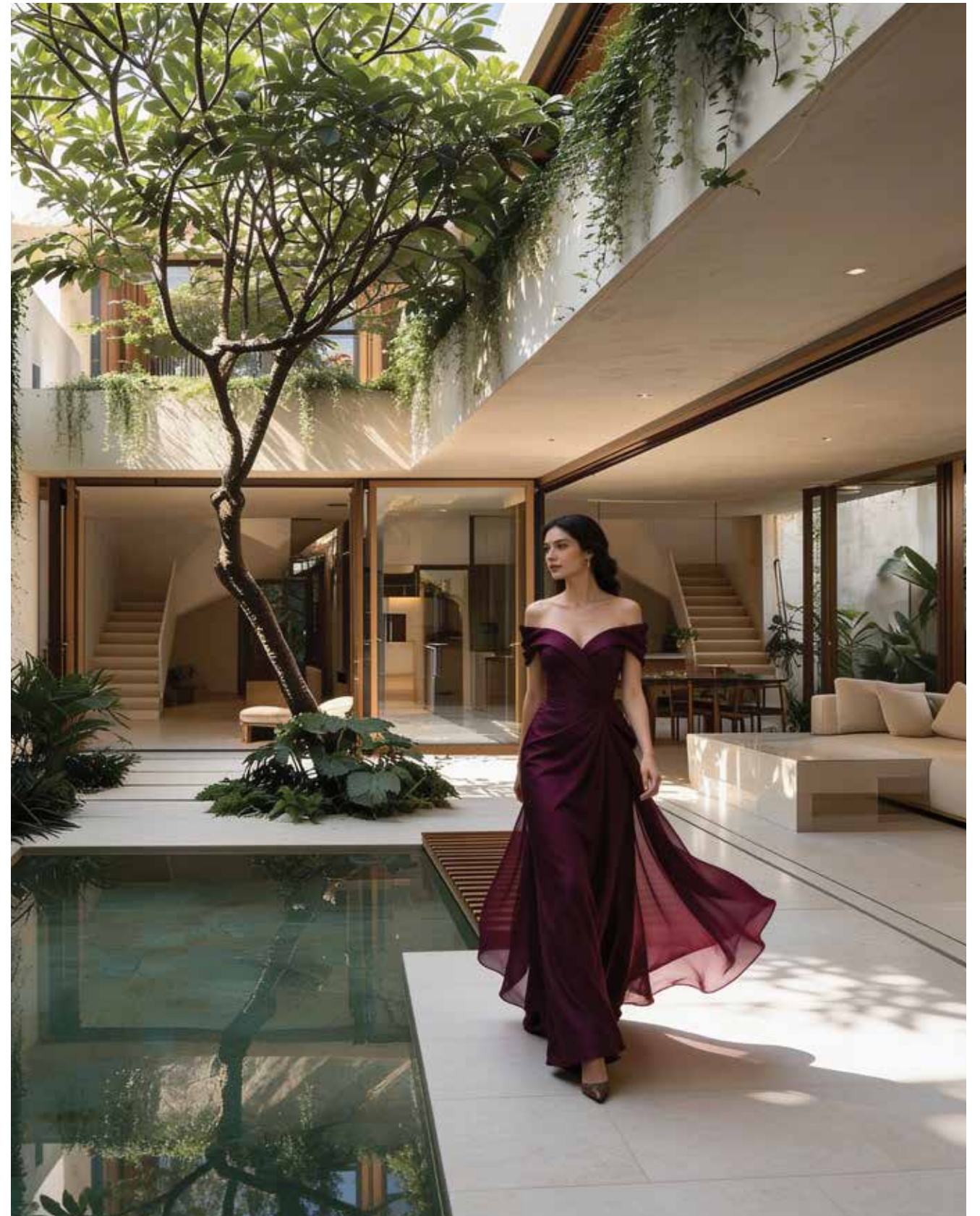


WHY PARTNER WITH US BECAUSE POSITIONING MATTERS

In luxury real estate, success is not determined solely by what is built. It is influenced by how it is perceived, who it is associated with, and the platform through which it is represented.

Partnership with USS Group and India Forbes Global Properties provides access to a carefully curated ecosystem built on credibility, global standards, and strategic relationships.

The result is not simply greater visibility. It is stronger positioning.





BENEFIT 1

GLOBAL BRAND ASSOCIATION

The Forbes name carries more than recognition. It carries trust.

Affiliation with India Forbes Global Properties places partners within a platform associated with one of the world's most respected business brands, reinforcing credibility among investors, buyers, and industry stakeholders alike.

BENEFIT 2

ACCESS TO A CURATED NETWORK

Meaningful opportunities emerge through meaningful relationships.

Our network connects developers, brokerage leaders, investors, family offices, high-net-worth individuals, and strategic decision-makers through a shared platform of excellence. These connections create opportunities that extend beyond individual transactions. They create long-term strategic value.

BENEFIT 3

STRATEGIC MARKET POSITIONING

Visibility alone does not create distinction. Positioning does.

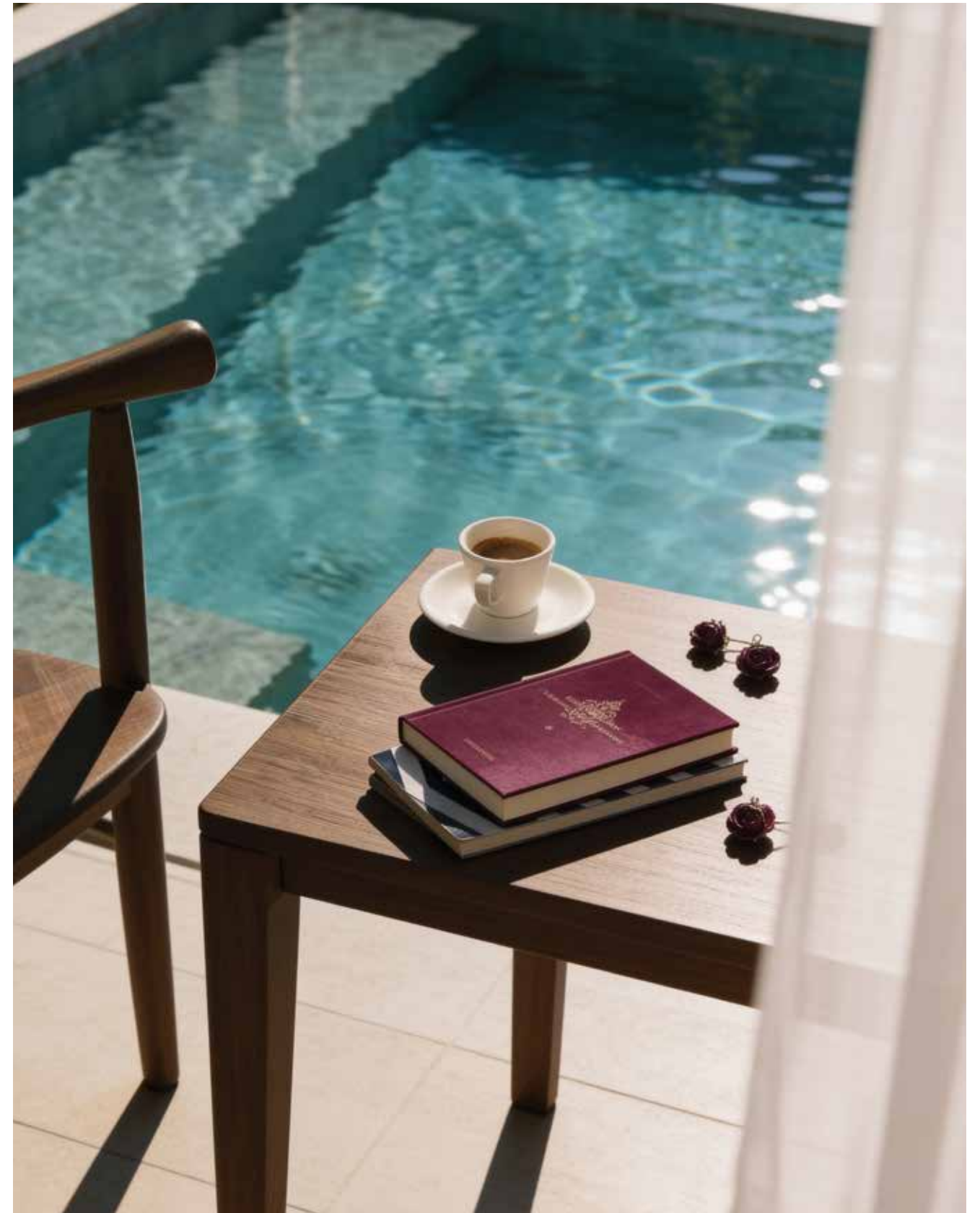
Through disciplined representation and global standards, we help partners strengthen how they are perceived within an increasingly sophisticated luxury market. Because perception influences value. And value influences opportunity.

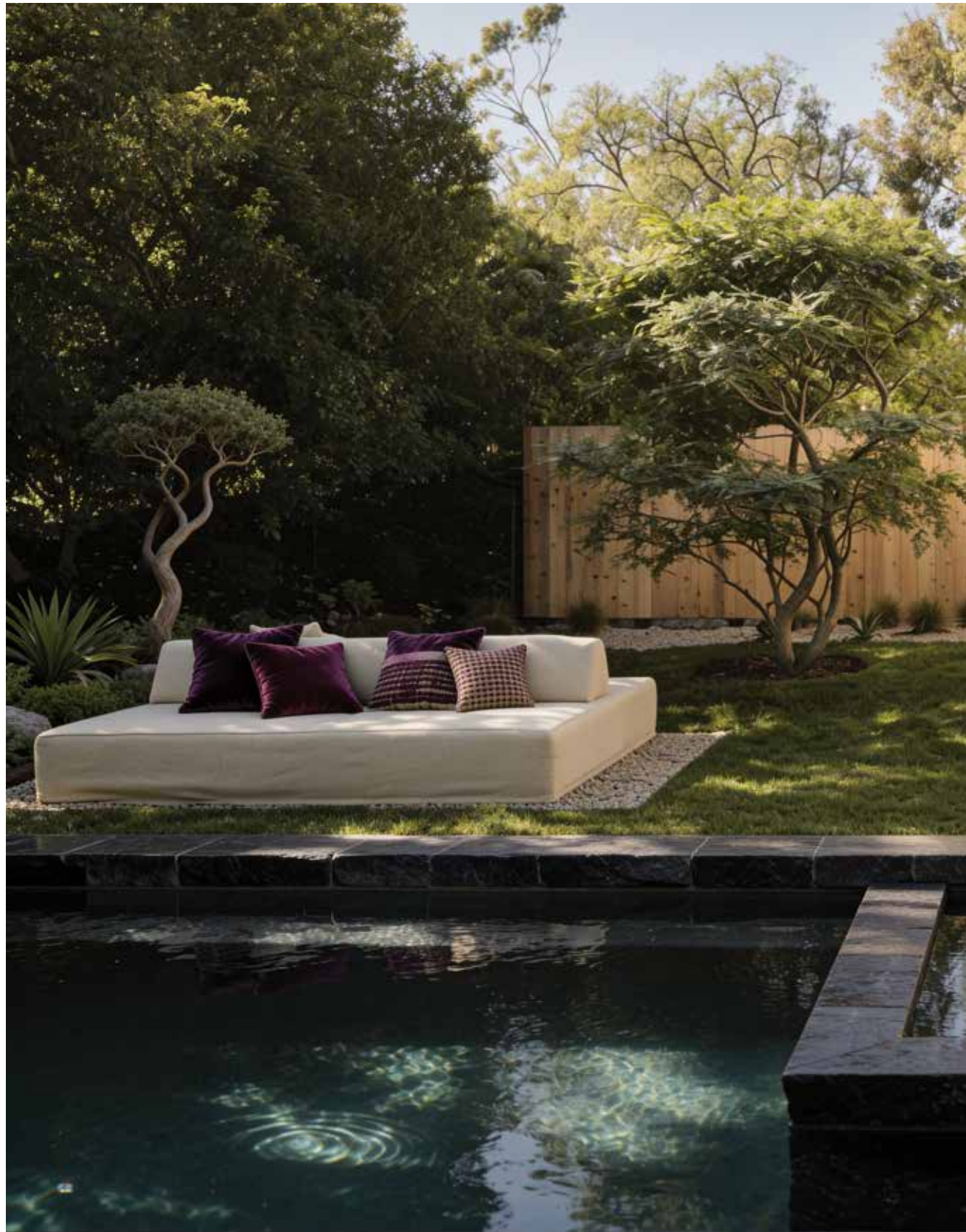
BENEFIT 4

GLOBAL REACH. LOCAL INTELLIGENCE.

Luxury real estate has become increasingly international. Buyers evaluate opportunities across borders. Capital moves globally. Expectations continue to rise.

Our platform combines international visibility with deep local market understanding, creating relevance for both domestic and global audiences.





BENEFIT 5

A NETWORK BUILT ON QUALITY

We believe the strength of a network is determined by the quality of its participants. Our approach is selective by design.

Every partnership contributes to the credibility of the platform and strengthens the value of association for every member within it.

PARTNERSHIP IS A STRATEGIC DECISION

The most valuable affiliations are those that strengthen credibility, expand opportunity, and create long-term relevance.

At USS Group, as the Alliance Head for India Forbes Global Properties, we bring together the people, platforms, and relationships that define the future of luxury real estate.

Because exceptional opportunities deserve exceptional alignment.



DEFINING STANDARDS. SHAPING THE FUTURE.

As the Alliance Head for India Forbes Global Properties, USS Group is committed to fostering a network built on credibility, meaningful relationships, and enduring value. Because exceptional opportunities deserve exceptional standards.

If your vision aligns with global standards, we invite you to begin the conversation.

UDAY SINGH SENGER,
National Alliances Head

Contact Info:

Email ID:





