



THE NATIONAL SUMMIT FOR BRANDED RESIDENCES & LUXURY LIVING

TBRs 2.0 · SECOND EDITION · A TWO-DAY CURATED CONFERENCE

AGENDA 2026

From Logo to Lifetime Value

The Business of Branded Living



7 & 8 OCTOBER 2026 · MUMBAI

JW MARRIOTT MUMBAI SAHAR · BY INVITATION

TITLE PARTNER



CURATED BY NOESIS

The Branded Residences Summit brings together the developers, global hospitality & non-hospitality brands, capital providers, investors and advisors shaping branded living in India. Over two days, TBRS 2026 moves from the foundations of a branded residence (feasibility, brand, law and capital) to its execution across sales, operations and long-term value.

WHO SHOULD ATTEND

Real estate developers and promoters, hotel owners and investors, global and Indian hospitality & non-hospitality brands, private capital and family offices, architects and the legal & advisory community.

DATES	VENUE	FORMAT
Wednesday 7 & Thursday 8 October 2026	JW Marriott Mumbai Sahar, Andheri East, Mumbai	Two days, plus an optional morning Developers' Masterclass

250+

CURATED DELEGATES

50+

GLOBAL & NATIONAL SPEAKERS

19

SESSIONS

2

LANDMARK DAYS

The Arc of the Two Days

Built in the order a real project unfolds.

DAY ONE 01 The Foundations <i>Before a rupee is committed</i> The Developers' Masterclass, the India market snapshot, a pioneer's view and the global operators' lessons, the legal architecture of a clean deal and the underwriting maths. The day closes with the Awards and Cocktail Evening.	DAY TWO 02 The Execution <i>Turning groundwork into outcomes</i> What a brand partnership truly delivers, hotel-led versus standalone models, sale-and-leaseback, the sales playbook, lifestyle brands entering the home, and the operating life of the asset after handover.
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Programme at a Glance

Both days, end to end.



DAY 01 · WEDNESDAY, 7 OCTOBER 2026

09:00	Registration & Developers' Power Breakfast
10:00	BRIM: Branded Residence Intensive Masterclass
12:00	Before the Brand Says Yes
13:00	Developers' Lunch
13:00	Registration & Welcome
14:00	Opening Welcome & The India Market Snapshot
14:25	Before It Was a Category: A Pioneer on Branded Living in India
15:00	What the World Got Right, and Wrong
15:35	From Projects to Places: Can Branded Residences Create New Luxury Micro-Markets?
16:15	High Tea & Networking
16:35	In Conversation: Building a Branded Landmark
17:05	Land, Law & Licences: The Legal Architecture of a Branded Deal
17:50	Do the Numbers Work? Underwriting a Branded Residence
18:25	The Branded Residences Awards
18:55	Cocktail & Networking

DAY 02 · THURSDAY, 8 OCTOBER 2026

09:30	Morning Networking & Coffee
09:55	Beyond the Logo: What a Brand Partnership Actually Delivers
10:35	The Capital Roundtable: What Money Will and Won't Underwrite
11:20	Hotel-Led vs Standalone: Which Model Works in India?
11:55	Networking Break
12:15	The Sale-and-Leaseback Model: Turning Leisure Homes into Yield
12:50	Materialising the Brand: How Surfaces Shape the Branded Residence Experience
13:00	Sold Before It's Built: The Branded Residence Sales Playbook
13:40	Networking Lunch
14:35	Project Spotlight: From Conceptualisation to Grand Debut
15:20	Beyond Hospitality: When Fashion, Design, Lifestyle and Wellness Enter the Home
16:00	High Tea & Networking
16:20	After the Keys: Operating, Managing & Protecting the Asset
17:05	The Next Decade of Branded Living in India: How the Brands and Developers See It

Two Ways into Day One

DAY ONE · WEDNESDAY, 7 OCTOBER

PATH 1

Developers' Masterclass

By invitation, limited seats

- 09:00 Registration & Developers' Power Breakfast
- 10:00 Developers' Masterclass
- 13:00 Developers' Lunch
- 14:00 Main programme begins

PATH 2

Main Programme

All delegates

- 13:00 Registration & Welcome
- 14:00 Main programme begins

Both paths continue into the Awards and Cocktail Evening (18:25 to 21:00) and Day Two (09:30 to 17:45).

The Foundations

01

Feasibility, brand, law and money. Before the world sees the vision, we secure the foundation.

09:00 TO 21:00 · MAIN PROGRAMME FROM 14:00 · 10 SESSIONS

DEVELOPERS' MASTERCLASS BY INVITATION · LIMITED SEATS

09:00
to 10:00

REGISTRATION & DEVELOPERS' POWER BREAKFAST

For Masterclass delegates.

10:00
to 11:55

BRIM: Branded Residence Intensive Masterclass

MASTERCLASS · PART I · BY INVITATION · CLOSED-DOOR

An invitation-only masterclass on the fundamentals of branded residence development, from feasibility to brand fit.

- ◆ Nandivardhan Jain, Chief Executive Officer, NOESIS Hotel Advisors
- ◆ Vijay Bhandari, Chief Operating Officer, NOESIS Hotel Advisors

12:00
to 12:55

Before the Brand Says Yes

MASTERCLASS · PART II · CLOSED-DOOR · THREE-PART SERIES

A closed-door session in three short conversations, where brand and development leaders explain what they look for, and what makes them walk away, before an agreement is signed.

- a. The Operator's Lens
 - ◆ Stephen Miles, Head of Architecture, YOO
- b. Case Study: An Indian Developer's Perspective on Branded Residences in the Leisure Markets
 - ◆ Sachin Agarwal, Founder & CEO, Amavi by Clarks
- c. What Defines a Branded Residence Project, for Brand and Developer
 - ◆ Sebastian Moritz, Chief Executive Officer, Moricon Consultants

13:00
to 14:00

DEVELOPERS' LUNCH

For Masterclass delegates, ahead of the main programme.

MAIN PROGRAMME ALL DELEGATES

13:00

to 14:00

REGISTRATION & WELCOME

The Branded Residences Summit opens, with registration for all delegates.

14:00

to 14:20

Opening Welcome & The India Market Snapshot

KEYNOTE · INCL. LAUNCH OF THE NOESIS BRANDED RESIDENCES REPORT

NOESIS opens the summit with a data-led read of India's branded residences market and the launch of the NOESIS Branded Residences Report.

◆ **Nandivardhan Jain**, Chief Executive Officer, NOESIS Hotel Advisors

14:25

to 14:55

Before It Was a Category: A Pioneer on Branded Living in India

FIRESIDE CHAT

Branded living in India began long before it became a defined market. From where it began to where it stands today, and the direction it takes next.

◆ **Atul Chordia**, Founder & Chairman, Panchshil Realty

◆ **Nandivardhan Jain**, Chief Executive Officer, NOESIS Hotel Advisors

15:00

to 15:30

What the World Got Right, and Wrong

POWER PANEL

Global operators share what has worked in branded residences worldwide, what has failed, and what India should borrow and avoid.

◆ **Daniel von Barloewen**, SVP, Accor One Living & Head of Global Mixed-Use Development, Accor One Living

◆ **Gabriel Gn**, VP & Group Head of Business Development, Banyan Group

◆ **Govind Mundra**, Head of Development, Middle East & Africa, Wyndham Hotels & Resorts

◆ **Adeline Phua**, Managing lyf Partner & Vice President, Business Development, The Ascott Limited

◆ **MODERATOR Anant Kumar**, Co-Founder, Brij Hotels

15:35

to 16:10

From Projects to Places: Can Branded Residences Create New Luxury Micro-Markets?

POWER PANEL

Can clusters of branded and ultra-luxury developments reshape entire micro-markets? This panel explores how branded living can influence buyer perception, establish new pricing benchmarks, attract global capital and transform emerging locations into sought-after luxury destinations.

◆ **SP Reddy**, Chairman & Managing Director, Terminus Group

◆ **Rishabh Goel**, Head - P&L, M3M India

◆ **Sachin Agarwal**, Founder & CEO, Amavi by Clarks

◆ **Sidharth Chowdhry**, Managing Director, Dalcere

◆ **MODERATOR Sheetal Sadana**, Group Publishing Director, ITP Media India, Hotelier India

16:15
to 16:35

HIGH TEA & NETWORKING

16:35
to 17:05

In Conversation: Building a Branded Landmark

FIRESIDE CHAT

A candid conversation on taking a branded landmark from land to launch, and the decisions that make or break it.

- ◆ **Navdeep Sardana**, Founder, Whiteland Corporation
- ◆ **Vijay Bhandari**, Chief Operating Officer, NOESIS Hotel Advisors

17:05
to 17:45

Land, Law & Licences: The Legal Architecture of a Branded Deal

FIRESIDE CHAT

The legal architecture of a branded residence deal, from land and approvals to brand and licensing agreements.

- ◆ **Sujjain Talwar**, Co-founding Partner, ELP (Economic Laws Practice)
- ◆ **Anshuman Jagtap**, Partner, ELP (Economic Laws Practice)
- ◆ **MODERATOR Dr. Adv. Harshul Savla**, Managing Partner, Suvidha Life Spaces

17:50
to 18:25

Do the Numbers Work? Underwriting a Branded Residence

FIRESIDE CHAT

A clear-eyed look at underwriting a branded residence: what makes the numbers work, and where developers get them wrong.

- ◆ **Kalpesh Mehta**, Founder & Managing Director, Tribeca Developers, India Partner, The Trump Organization
- ◆ **Arjun Baljee**, Founder, ICONIQA & President, Royal Orchid Hotels Ltd.

18:25
to 18:55

AWARDS · ON STAGE · 18:25 TO 18:55

The Branded Residences Awards

Celebrating the projects, developers and operators setting the standard for branded living in India.

18:55
to 21:00

COCKTAIL & NETWORKING

A chance to recap the day, trade notes, and turn first conversations into lasting relationships.

END OF DAY ONE

The Foundations: feasibility, brand, law and capital.

DAY 02 · THURSDAY, 8 OCTOBER 2026

The Execution

02

Brand, buyer, capital and operations. Turning the groundwork into outcomes.

09:30 TO 17:45 · 9 SESSIONS

09:30
to 09:55

MORNING NETWORKING & COFFEE

09:55
to 10:30

Beyond the Logo: What a Brand Partnership Actually Delivers

KEYNOTE

What a brand partnership delivers beyond the name on the door.

- ◆ **Nandivardhan Jain**, Chief Executive Officer, NOESIS Hotel Advisors

10:35
to 11:15

The Capital Roundtable: What Money Will and Won't Underwrite

PANEL DISCUSSION · CANDID

A candid boardroom conversation on what capital will and will not underwrite in branded residences, straight from the funds and banks writing the cheques.

- ◆ **Saurabh Rathi**, Managing Director & Co-Head (Real Estate), Motilal Oswal Alternates
- ◆ **Sahil Shah**, Managing Director, Certus Capital
- ◆ **Nihar Thanawala**, Chief Investment Officer, TCG Real Estate
- ◆ **Gaurav Chaturvedi**, Senior Vice President, Real Estate Financing, HDFC Bank
- ◆ **Rohit Rathi**, Principal – Real Estate, ICICI Prudential
- ◆ **Bhavin Jain**, Co-Head & Chief Investment Officer, ASK Property Fund
- ◆ **MODERATOR** **Suhail Kannampilly**, Managing Director, The Fern Hotels & Resorts

11:20
to 11:55

Hotel-Led vs Standalone: Which Model Works in India?

POWER PANEL · BRAND DEVELOPMENT HEADS

Brand development heads debate the two dominant models for branded residences in India, and which one fits which market.

- ◆ **Adhiraj Guha**, Senior Mixed Use Development Specialist, Marriott International
- ◆ **Davashish Srivastava**, Vice President – Development, South Asia, Radisson Hotel Group
- ◆ **Balvinder Sahrawat**, Vice President – Development, South Asia, Accor
- ◆ **Amit Nagpal**, Regional Vice President – Development, India & Southwest Asia, Hyatt
- ◆ **Sameer Nayar**, EVP – Strategic Development, Oberoi Hotels & Resorts
- ◆ **MODERATOR** **Vijay Bhandari**, Chief Operating Officer, NOESIS Hotel Advisors

11:55

to 12:15

NETWORKING BREAK

12:15

to 12:50

The Sale-and-Leaseback Model: Turning Leisure Homes into Yield

POWER PANEL

The model that turns a residence into a yield instrument. Operators and developers open up how sale-and-leaseback and assured-return structures really work, and where owners have been burned before.

- ◆ **Bajrang Bararia**, Co-Founder & COO, Amavi by Clarks
- ◆ **Santhosh Kutty**, Chief Business Officer, Business Development, Mahindra Holidays & Resorts
- ◆ **Kahraman Yigit**, Co-Founder & CEO, Olive by Embassy
- ◆ **Souvagya Mohapatra**, Managing Director – India, Bhutan, Nepal & Sri Lanka Operations, Atmosphere Hotels & Resorts
- ◆ **MODERATOR Vishal Kamat**, Executive Director, Kamat Hotels (India)

12:50

to 13:00

Materialising the Brand: How Surfaces Shape the Branded Residence Experience

SPECIAL FEATURE

Exploring how materiality, surfaces and finishes help bring a brand's identity to life while shaping the design, character and resident experience of branded residences.

- ◆ **Deep Aghara**, AVP Marketing, Simpolo Group

13:00

to 13:40

Sold Before It's Built: The Branded Residence Sales Playbook

POWER PANEL

How the best branded residences sell out before launch, from the developers and sales leaders who have done it.

- ◆ **Palaniappan Ampa**, Managing Director, AMPA Group
- ◆ **Sudeep Bhatt**, Director – Strategy, Whiteland Corporation
- ◆ **Sagar Chordia**, Director, Panchshil Realty
- ◆ **Sahil Manocha**, Senior Vice President, Sales, M3M India
- ◆ **MODERATOR Jaideep Dang**, Head of Development, IHG Hotels & Resorts

13:40

to 14:35

NETWORKING LUNCH

14:35

to 15:15

Project Spotlight: From Conceptualisation to Grand Debut

CASE STUDY

One project walked from feasibility and brand selection, through signing, to a grand launch that has drawn strong market interest, with the real decisions, numbers and lessons along the way.

- ◆ **Suma Venkatesh**, EVP – Real Estate & Development, IHCL (Taj Hotels)
- ◆ **Yukti Nagpal**, Director, Gulshan Group

15:20

to 16:00

Beyond Hospitality: When Fashion, Design, Lifestyle and Wellness Enter the Home

POWER PANEL

As fashion, design, lifestyle and wellness brands enter the home, what these partnerships offer buyers, and what they demand of developers.

- ◆ **Jagdish Johal**, Managing Partner, YOO
- ◆ **Fabio Calorio**, Senior Vice President – Brand Extension, Pininfarina
- ◆ **Anthony Moulton**, Founder & Managing Director, Brand & Co.
- ◆ **Sussanne Khan**, Founder & Creative Head, The Charcoal Project
- ◆ **Pankaj Balwani**, Managing Director, Xplore Lifestyle Solutions Pvt. Ltd.
- ◆ **MODERATOR Gurmeet Sachdev**, Founder, Soulinkk World-Wide Media

16:00

to 16:20

HIGH TEA & NETWORKING

16:20

to 17:00

After the Keys: Operating, Managing & Protecting the Asset

POWER PANEL

What happens after handover: operating, managing and protecting the value of a branded asset over the long run.

- ◆ **Rajesh Ranjan**, Senior Vice President – Development, Sarovar Hotels & Resorts
- ◆ **Sebastian Moritz**, Chief Executive Officer, Moricon Consultants
- ◆ **Keshav Baljee**, Executive Director, Royal Orchid Hotels
- ◆ **MODERATOR Vikramjit Singh**, Founder, Chairman & Managing Director, Alivaa Hotels & Resorts

17:05

to 17:45

The Next Decade of Branded Living in India: How the Brands and Developers See It

POWER PANEL · CLOSING POWER PANEL

The leaders of India's most established hospitality brands and developers lay out where branded living goes over the next five to ten years.

- ◆ **Zubin Saxena**, SVP & Regional Head, Hilton South Asia
- ◆ **Nikhil Sharma**, Managing Director & COO, South Asia, Radisson Hotel Group
- ◆ **Sagar Chordia**, Director, Panchshil Realty
- ◆ **Adrija Agarwal**, President, Sattva Group & Founder, Sattva Ventures
- ◆ **Nandivardhan Jain**, Chief Executive Officer, NOESIS Hotel Advisors
- ◆ **MODERATOR Nathan Andrews**, Strategic Advisor, DS Group

END OF DAY TWO

The Execution: brand, buyer, capital and operations.

Our Partners

The brands and institutions backing TBRS 2026.

TITLE PARTNER



LUXURY PARTNER



PLATINUM PARTNER



EXCLUSIVE TILES PARTNER

GOLD PARTNERS



SILVER PARTNERS



EXCLUSIVE LEGAL PARTNER



EXCLUSIVE DESIGN & RESIDENCES PARTNER



EXCLUSIVE LUXURY LIGHTING & AUTOMATED BLINDS PARTNER

GIFTING PARTNER



PR PARTNER





Shape the Future of Branded Living in India

The room where the category's defining decisions get made.

To register, or to discuss partnership and sponsorship
opportunities, contact the NOESIS team.

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7 & 8 OCTOBER 2026 · JW MARRIOTT MUMBAI SAHAR

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