



# Market Focus

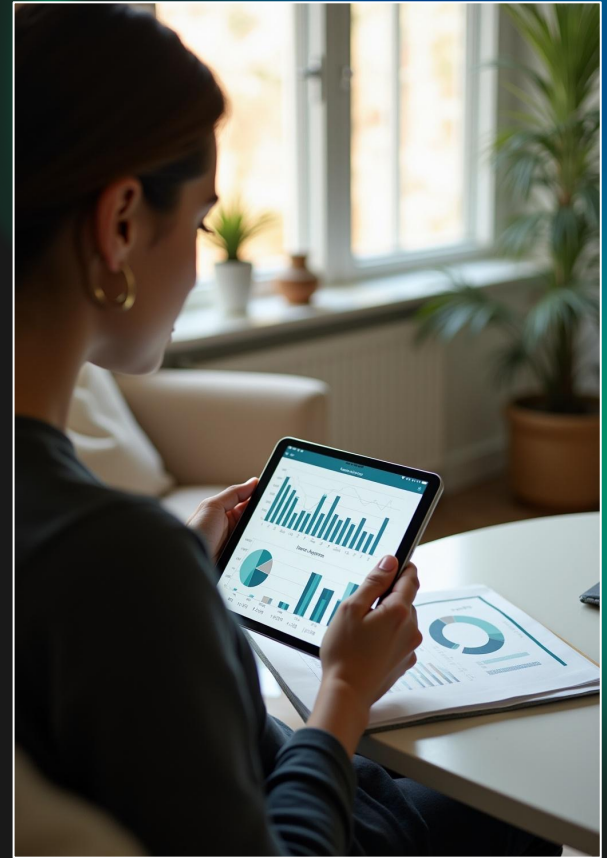
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Prioritizing Growth Sectors

# Introduction



In this presentation, we explore the criteria used to select and prioritize market sectors based on a comprehensive analysis of key performance indicators, including profitability, fees, and strategic relevance. Our method ensures resources are focused on sectors with the strongest growth potential and highest returns, shaping a confident investment strategy.



# 01

## Hierarchical ranking

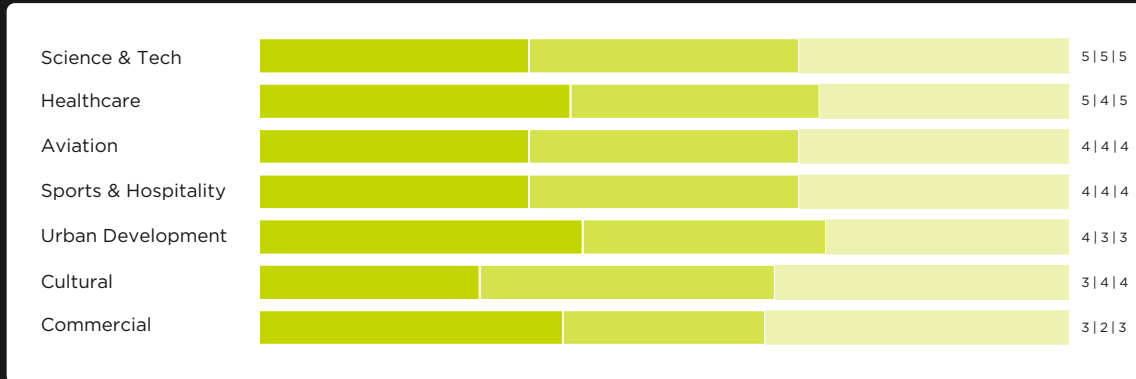
with component breakdown

→ Shift focus: 5-10 years toward low-volume/high-margin to lift blended margins

OVERALL PRIORITY (ORDINAL)

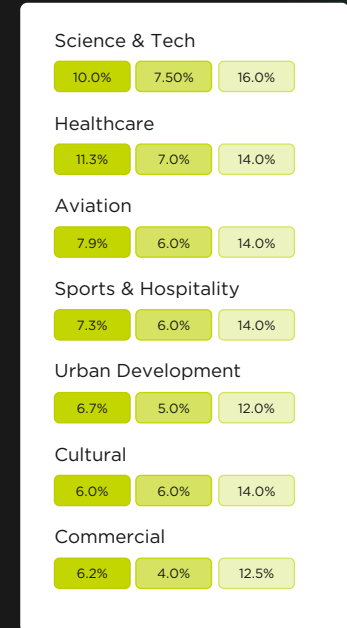


COMPONENT PRIORITY SCORES (ORDINAL 1-5)



■ Low-volume/High-margin ■ High-volume/Low-margin

Actual Metrics (Cardinal %)



CAGR • Fee % • Margin %

**Short term (FY26-27):** Maintain Urban Development & Commercial to minimize disruption while progressively shifting portfolio mix

# Fee and Profit Margin Analysis

Sector fees vary between **3% to 9%**, with profit margins ranging from **10% up to 18%**. High-fee sectors like *Science Technology* provide attractive margins, while sectors such as *Urban Development* and *Commercial* offer larger market sizes but moderate fees and margins. This balance influences our investment focus to optimize both volume and profitability.



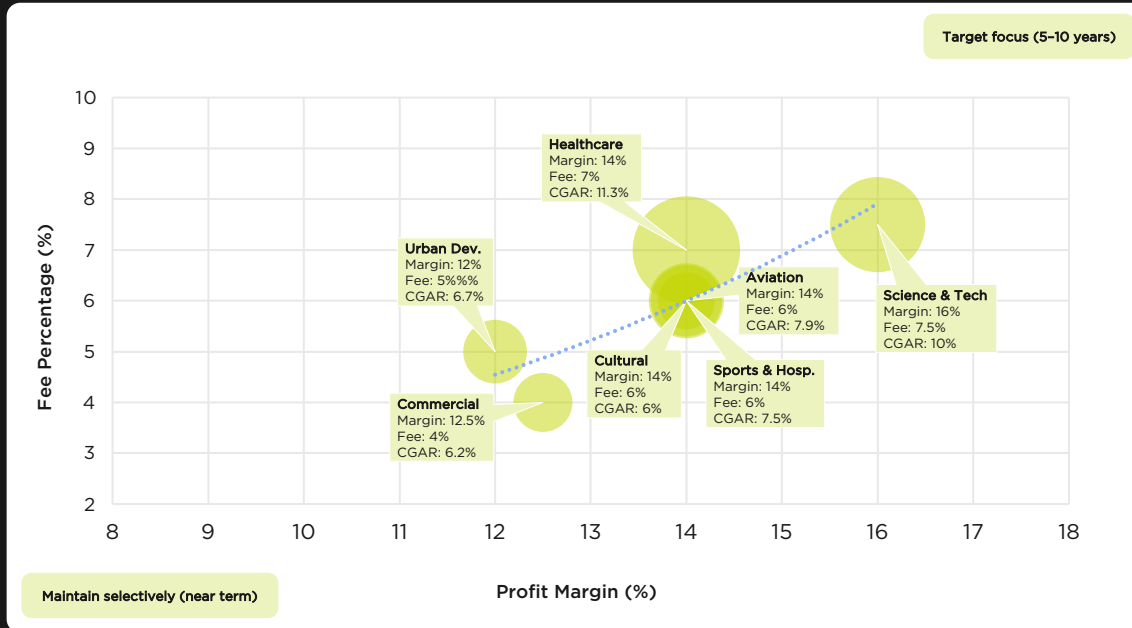
# 02

## Quadrant matrix

showing high-volume, low-margin sectors  
and low-volume, high-margin sectors



→ Strategic shift: Progressively rebalance portfolio toward high-margin sectors over 5-10 years to compound margin growth



● Low-volume/High-margin ● High-volume/Low-margin Bubble size = Volume (Fee Potential)

OVERALL PRIORITY

Priority 5

5

Healthcare  
Science & Tech

Priority 4

4

Aviation  
Sports & Hospitality

Priority 3-4

3-4

Cultural  
Urban Development

Priority 3

3

Commercial

*Near term (FY26-27): Continue serving Urban Development & Commercial to maintain revenue base and minimize operational disruption during portfolio rebalancing*

# Revenue and Profit Ratings by Sector



Sectors vary in revenue and profit profiles: **Commercial** leads in revenue but has moderate margins. **Cultural** balances both well, while **Science Technology** and **Sports Entertainment** show solid profit margins despite lower revenue. These ratings help guide resource allocation aligned with financial goals.



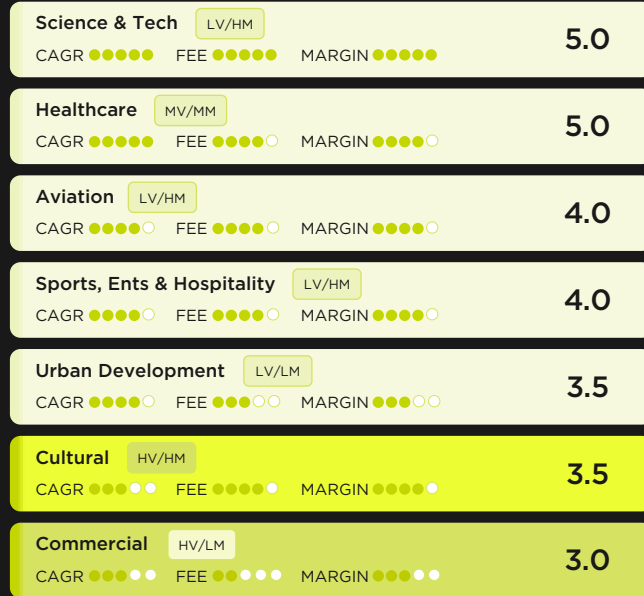
# 03

## Integrated visualization with scales and priorities

Trade-off between high-volume, low-margin sectors  
and low-volume, high-margin sectors

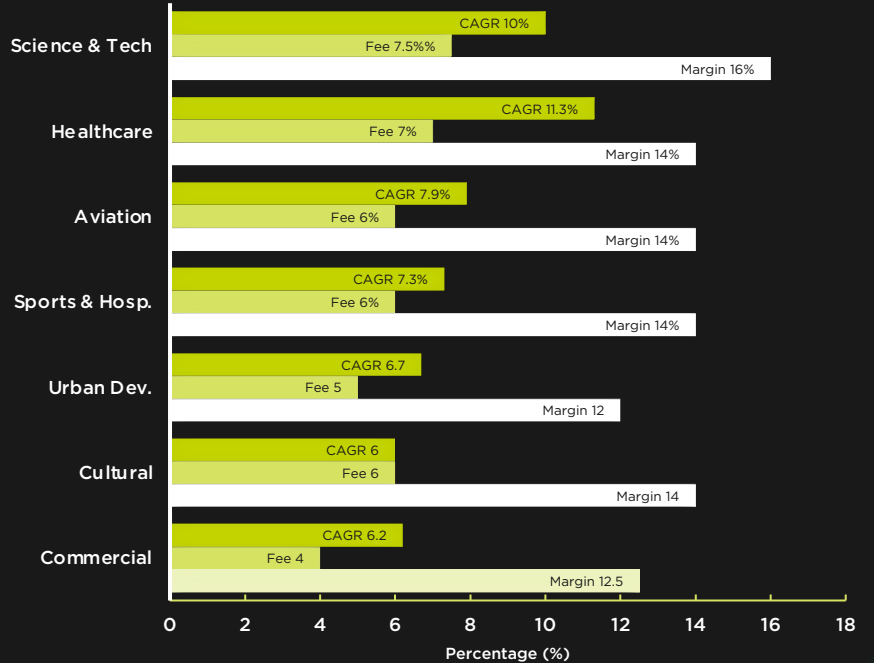
→ Business strategy: 5-10 year pivot to teal sectors to compound margin growth

OVERALL PRIORITY RANKING (ORDINAL)



CAGR (%) | Fee (%) | Margin (%) | LV/HM (Target) | HV/LM (Maintain)

ACTUAL METRICS BY SECTOR (CARDINAL % SCALE)



**Near term:** Continue to serve existing HV/LM sectors (Commercial) to minimize disruption

**5-10 years:** Progressively shift focus toward LV/HM sectors (Science & Tech, Aviation, Sports & Hospitality) to drive margin growth



# Conclusions

The prioritization model effectively identifies sectors with the highest investment potential by blending fees, profitability, and growth trends. Emphasizing **Healthcare** and **Science Technology** supports a focused strategy that drives long-term value creation and robust market positioning.



# Thanks!

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Do you have any questions?

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