

## Daily Economic News Summary: 3 October 2016

### 1. IDFC Alternatives raises Rs760 crore realty fund

Source: **Live Mint** ([Link](#))

IDFC Alternatives Ltd, the real estate investment arm of IDFC Ltd, has raised its third real estate fund of Rs760 crore from domestic investors, with a large chunk of it coming from its existing investors. The IDFC SCORE Fund is a structured credit fund that will invest in residential projects in key property markets, and aims to provide fully secured, but flexible, debt to real estate developers. IDFC Alternatives has raised the fund at a time when investors are sceptical about backing real estate projects and several funds are trying to win over foreign and domestic investors.

“Real estate markets continue to be slow and the need for capital remains high. We remain risk-averse and will invest in projects that have approvals and have been launched. As long as the developer is good, we are willing to be flexible and be little patient on repayment,” said Ritesh Vohra, partner (real estate) at IDFC Alternatives. Its first fund—IDFC Proprietary Office Fund—of Rs700 crore raised in 2011-12 has already exited its investments, generating a 22% internal rate of return (IRR). In 2014, the Rs750 crore IDFC Real Estate Yield Fund was raised, which has been fully invested and has returned over Rs350 crore to its investors. “This is another milestone for our real estate investments business that has been expanding its footprint steadily. We have been singularly focused on steady deployment and timely exits in all our current funds and plan to execute on the new fund in the same manner,” said M.K. Sinha, managing partner and CEO, IDFC Alternatives.

### 2. Oriflame counts India among its top two markets in five years

Source: **Live Mint** ([Link](#))

Sweden-based direct seller Oriflame is expecting India to be among its top two markets in next five years globally as the company is upbeat after the recent guidelines issued by the government for the sector. Oriflame is expecting a sales turnover of around Rs1,500 crore in next four years and it believes that skin care and wellness would be its growth driver. “We have been growing at 20% yearly and we expect to keep the same rate... We are already among five markets for Oriflame, we should be number two or number one market,” Oriflame senior director, regional marketing, South Asia Juan Carlos Posada told *PTI*. “For the next four years, we should be Rs1,500 crore.”

Oriflame India, which started operation in India in 1996, presently has turnover of around Rs1,000 crore. The company believes that India as a market has a huge potential and would penetrate at places in coming years with its focus on technology. “India is a huge territory and with more accessible technology and our focus on digital, we will be able to penetrate many places where we are not present now,” Posada added. The company presently offers a product

range of over 400 and most of them are in cosmetics, personal healthcare and wellness. “At least 36% of our revenue is coming from skin care, 22% from cosmetics and 10% from wellness,” he said.

### **3. Coleman plans gym wear manufacturing unit in India**

Source: **The Hindu** ([Link](#))

Ronnie Dean Coleman, eight times title winner of Mr. Olympia and retired American professional body builder, is toying with the idea of setting up a manufacturing unit in Mumbai or Chennai to make the Rocclo brand of gym wear for men. Talking to *The Hindu*, Mr. Coleman said: “Currently, we are outsourcing gym wear from different parties. We are planning to put up a manufacturing facility in Mumbai or Chennai with the help of our partners. We will export it to other countries too. In the next three months, our gym wear will be available in Indian fitness supplement stores. Firstly, we would like to engage with the (Indian) market and assess the potential.” “Workout wear is mostly uninspiring with not many options...The active wear will suit heavy workouts in the gym,” he said. He said that it was too early to talk about the investment details. He was in Chennai to unveil ‘Rocclo’, a series of high performance garments integrated with anti-microbial, UV ray protection and moisture wicking technologies. Currently, these products are outsourced from a few firms based in Taiwan, Hong Kong, Noida and Tamil Nadu. Rocclo products are currently available in 30 countries worldwide. It clocked a turnover of Rs.15 crore, said Dharani Prabhu, Ronnie Coleman Clothing CEO.

### **4. Tesla posts 70% rise in quarterly deliveries, backs 2016 target**

Source: **Live Mint** ([Link](#))

Tesla Motors Inc. said on Sunday its third-quarter deliveries rose 70% to 24,500 cars, following production improvements, cheaper lease deals and reports of discounts on some vehicles. Deliveries are a key metric of performance for the luxury electric vehicle manufacturer, which had missed these targets in the previous two quarters. The improved deliveries for the third quarter bring Tesla closer to meeting its second-half 2016 target of 50,000 vehicles, which it reiterated on Sunday. It said in a statement that fourth-quarter deliveries would be “at or slightly above” the third quarter’s. However, the third-quarter figures included 5,150 vehicles in transit at the end of the second quarter, as Tesla reported in July. Another 5,500 cars in transit would be counted in the fourth quarter, it said.

### **5. Salman Khan’s Being Human forays into jewellery**

Source: **Live Mint** ([Link](#))

Actor Salman Khan’s Being Human Foundation on Friday ventured into the jewellery segment with the launch of an independent line of diamond jewellery in collaboration with Style Quotient Jewellery Pvt. Ltd. Style Quotient will be the exclusive global licensee of Being Human

jewellery and will design, manufacture, distribute and retail the brand. Being Human is a registered charitable trust that works in the areas of education and healthcare for the underprivileged. Priced between Rs5,000 and Rs50,000, the Being Human range of jewellery will include fashion and fine jewellery crafted in 18-carat gold for both women and men. The collection will be retailed at Being Human outlets, a few other jewellery stores and online marketplace Amazon. "Part proceeds of the sales will go to charity," a statement from Being Human said.

**By Nandini Malhotra**

