

## **Terms of Reference / Roles and Responsibilities**

### **R&D Council | Innovation Cell:**

#### **1. Identification:**

- Conduct research to identify trends, customer preferences, and emerging technologies in the real estate sector.
- Explore new products, services and technologies that are strategic in nature and significantly contribute to the business with a focus on sustainability.

#### **2. Planning:**

- Play an active role in creation of annual research activity plan and budget; guide on the implementation and monitor the progress of implementation.
- Curate innovative guest experiences based on research findings and innovative ideas to meet evolving customer needs.

#### **3. Implementation:**

- Conduct pilot programs to test new concepts before full-scale implementation.
- Implement and monitor progress of the research and development activities on periodic basis.
- Build capacity within operations to ensure successful adoption and integration.

#### **4. Collaboration:**

- Initiate and promote partnerships with industries and research organizations for collaborative research, sponsored projects, advocacy and industry interactions.