

# Global Green Building Council

Go for Green Earth



# PROBLEMS WE NOTICED IN THE MARKET

The Global Green Building Council market faces a set of persistent industry-wide and region-specific problems that act as barriers to rapid adoption and scaling.

- Sustainable construction without harming to environment
- Construction industry leads to climate change & Global warming.
- Smart & Eco friendly construction challenge.
- Limited Availability of Green Materials
- Investor Hesitation for conventional infrastructure.
- Maintenance & Performance Challenges for conventional buildings.
- Lack of awareness in builders architect, Government & Buyers about Green Building Construction.



# LET'S SEE THE PROPER SOLUTION

## Financial Incentives & Green Financing

India provides green building incentives including 3-15% extra FSI, property tax rebates up to 50%, fast-track approvals, and certification fee reimbursements across 14+ states.

## Education & Public Awareness

Low public awareness limits green building adoption, with only 5-7% of developers and architects fully understanding certification benefits and processes.

## Regulatory Streamlining & Policy Advocacy

GGBC will advocate unified national standards, one-window clearances & performance monitoring to streamline regulations and unlock market potential.

## Market

By sourcing locally, we generate employment and support rural economies in agricultural regions. Green Infrastructure Building companies, Green Building audit for capacity building.

# A GROWING MARKET FOR GGBC

## Rapid Global Market Growth

The worldwide annual growth rate for green building is projected to be around 10.3% to 12.3% over the next few years, according to various market research reports. This growth is driven by increasing environmental concerns, government regulations, and the demand for energy-efficient structures, with the green building materials market specifically forecasted to grow even faster in some projections, at around 18.1%.

## India's Demand Accelerating

India has over 4,500 registered green building projects, covering more than 4.53 billion square feet across diverse climatic zones, highlighting widespread adoption.

## High GGBC Availability in Key States

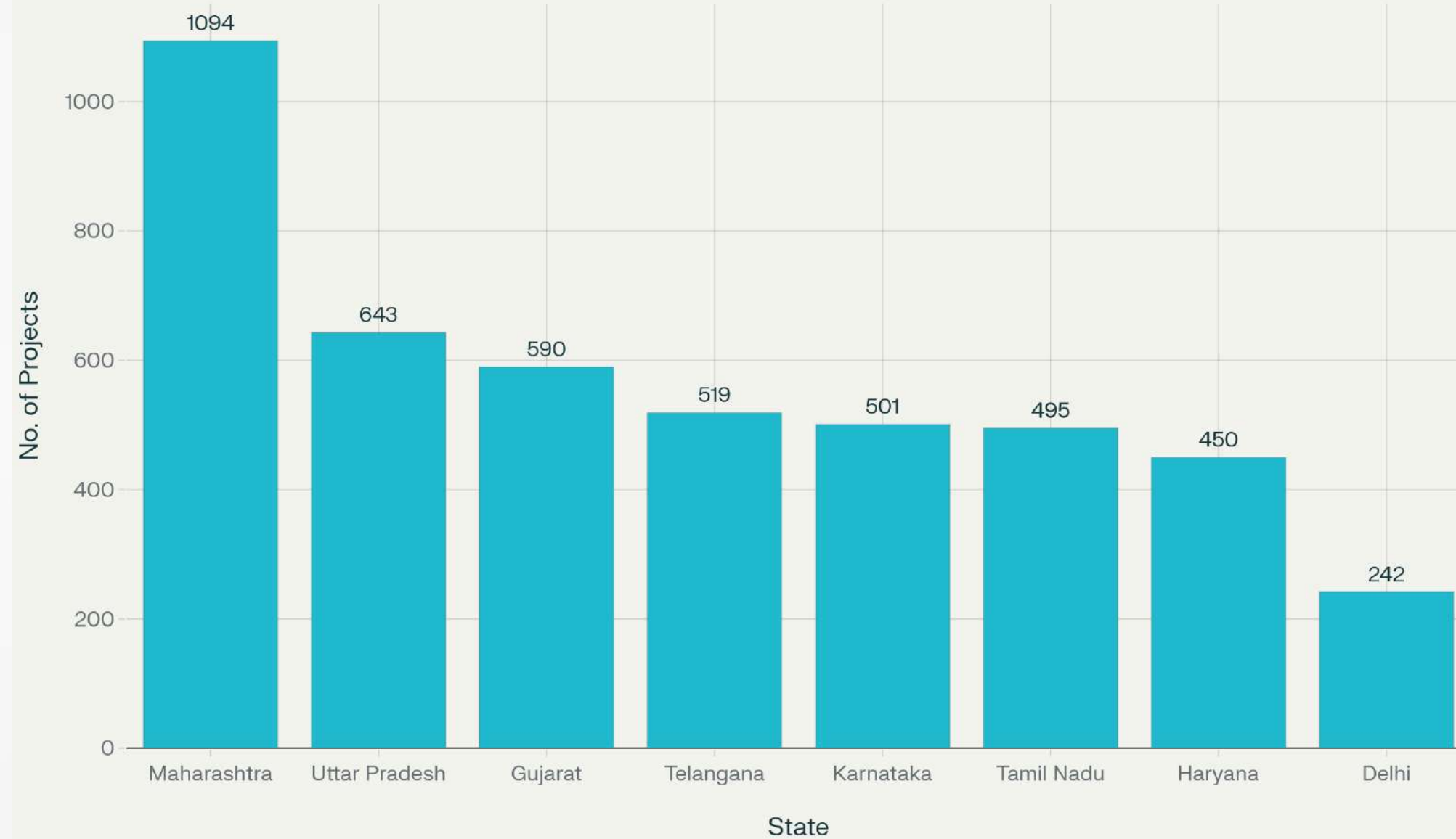
The Global Green Building Council network extends presence across multiple states through local chapters and collaborations with stakeholders (corporates, architects, builders, Green Material Supplier, Green Contractor, Green Consultant & Government).

## Strong Policy Subsidy Support &

Grants and funding support for green building innovation are also available from various government departments, supporting research and implementation of sustainable building technologies. Government is also providing GST subsidy for EV manufacturer at the rate of 5% however conventional diesel & petrol manufacturer has to pay 18% to 28% GST.

# A GROWING MARKET FOR GGBC

Green Projects by State (2024)



# WHO WE SERVE

Serves wide range of stakeholders in the built environment sector



## Industrial Users

GGBC targets industrial giants like Tata Chemicals, ABB India, ITC (13 green factories), Mahindra, and Hindustan Zinc seeking ESG compliance and cost savings.



## Commercial

The Global Green Building Council (GGBC) serves the commercial sector by promoting and enabling sustainable, energy-efficient, and resilient commercial buildings worldwide.



## Rural & Semi-Urban Household

By promoting affordable, sustainable housing that improves energy efficiency, water conservation, and indoor health & smart city, Green Homes, Green Campus.

# KNOW OUR BUSINESS MODEL

## Volume- Based Sales

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It enable GGBC to scale revenue through tiered pricing, multi-project discounts, and subscription models for high-volume clients like developers and industrial groups.

## ESG & Green building audit

GGBC deliver comprehensive compliance verification, performance tracking, and certification for corporate sustainability reporting across 10+ rating systems.

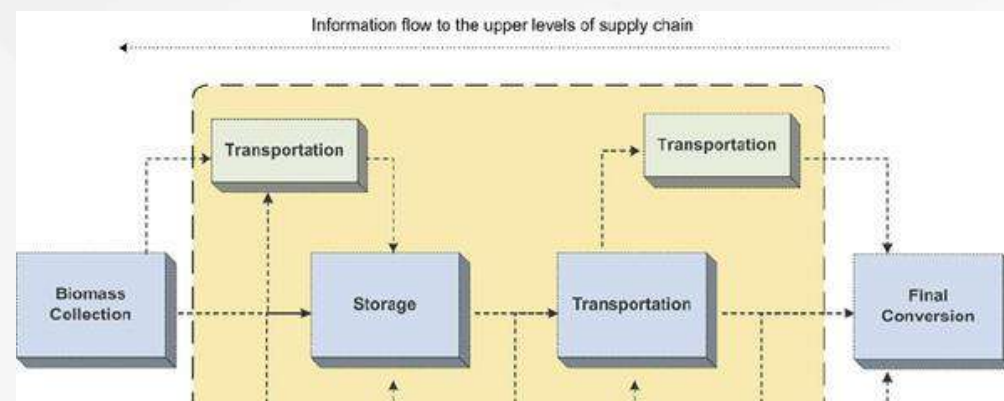
## B2B & Subscription Flexibility

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This flexibility supports customer satisfaction, retention and the scalability of green building adoption across sectors.

GGBC offers B2B services by providing businesses with certification & ratings, consultancy, training and access to resources that promote sustainable building practices and market growth.

# EARLY TRACTION & READINESS



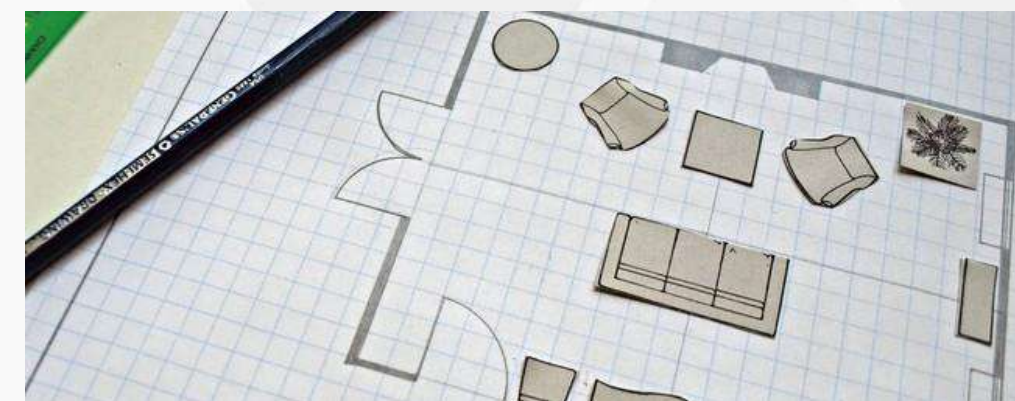
## Established GGBC Supply Network

GGBC leverages established partnerships with green material suppliers, engineering consultants, and accredited training providers across 15+ Indian states.



## Customer Interest Received

GGBC has received strong interest from 25+ developers, 12 industrial groups (Tata, Mahindra), and 8 government bodies for pilot certifications and training programs. LOIs secured for 15 projects worth ₹8 Cr in Q1 2026, validating market demand across green building, infrastructure, and net-zero ratings.



## Setup Plan Finalized

GGBC's setup plan is finalized with operational readiness across 10 states, certified assessor teams, and digital certification platform launched.

# COMPETITIVE LANDSCAPE

Estimated global market share of major green building councils and certification systems (2024).

Global Green Building Council (GGBC/WorldGBC): 8%

International Green Building Council (IGBC-International): 3%

USGBC (LEED): 34%

BREEAM: 25%

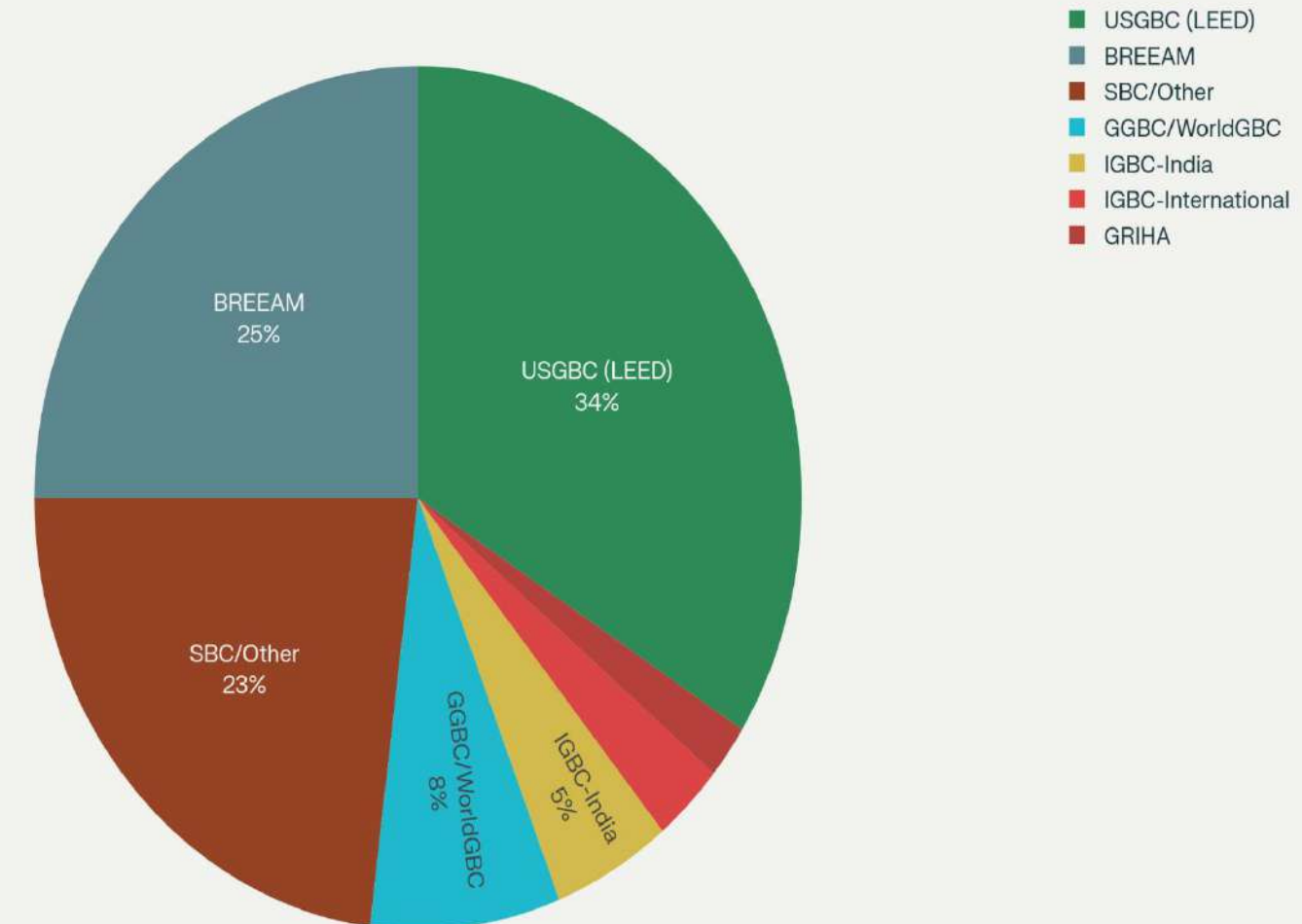
Indian Green Building Council (IGBC-India): 5%

GRIHA: 2%

SBC/Other: 23%

This chart illustrates how the worldwide green building

Green Building Market Share 2024



# WHY WE'RE DIFFERENT

## **Our Certified Supplier Low-Cost, Local Sourcing**

Low-cost, local sourcing in the GGBC (Global Green Building Council) context involves procuring green building materials and services from nearby suppliers and manufacturers to minimize transportation costs, reduce carbon footprint, and support the local economy

## **R&D, Innovation**

We are R&D driven green rating agency developing new standards for various green infrastructure projects & setting benchmark for industry to innovate in green building construction sustainable development, climate change, global warming, green energy solution, smart city development, new technology development for sustainable development.

## **Agile, Lean Operations**

With a low overhead model and short supply chains, we can respond faster to market demand and customer feedback.

## **Environmental & Social Impact**

We reduce stubble burning, lower emissions, and create rural jobs— aligning with sustainability and ESG goals of buyers.

# GO-TO-MARKET STRATEGY

## Target Segmentation

Identify and prioritize key customer segments such as institution campus for green campus rating, factory for green company rating, industrial estate for green SEZ rating, commercial & residential building for occupants, rural/semi-urban, and residential builders, as well as government bodies and institutional partners.

## Awareness & Education

Run marketing campaigns, seminars, and training programs to drive awareness about the benefits and process of green building certification & ratings. Four level training programs are conducted

1. One day Awareness training
2. Two days Accredited professional
3. Four days advance course for Green Consultant
4. Five days Lead Assessor Training.

## Value Proposition

Highlight the benefits of GGBC certification & ratings—cost savings, ESG compliance, sustainability, health & wellbeing, green commuters, access to subsidies and community reputation. Emphasize local sourcing, low-cost solutions, and adaptability to regional needs.

# FUNDING REQUIREMENT & ALLOCATION

Expected return for investors as per market trends in coming 3 to 10 years are expected from 5X to 100X depend upon investment portfolio.

GGBC is mobilizing investments from minimum ₹50 Lakhs to ₹100 Crore to scale sustainable development in pan INDIA & expansion globally. Invested fund will be utilized in scaling of green building operations like green material testing for laboratory setup, new R&D projects, new standard development focusing on green rating, research, local non-toxic materials and job creation. Funds are strategically allocated for building capacity, launching model projects, expanding supply networks, supporting certification, licensing accreditation and driving regional as well as global partnerships. Investor support enables tangible impact: innovation in carbon trading, smart clothing, green jobs, and community-based green transformation.

Visit [www.globalgbc.org](http://www.globalgbc.org) to learn more about our projects, investor relations, membership and regional development initiatives.



# ABOUT THE FOUNDER

GGBC is section 8 private limited company registered under ROC Government of India is currently led by **[Er.Mukesh Kumar V Singh](https://in.linkedin.com/in/mukesh-singh-a74512194)**(**Linkedin profile : <https://in.linkedin.com/in/mukesh-singh-a74512194>**) of **IIT Bombay incubation center product & Sima Singh working as Director (HR & Admin)** with 150+ Lead assessors & back office team in Mumbai, Delhi & Pan India who brings a deep understanding of Green rating operations, supply chain and green building market in India & Abroad. While we are in the process of building our core team, we plan to onboard experienced professionals in R&D, Green Supply Chain, testing, auditing, ratings, ESG, logistics and sales. Our hiring strategy will focus on lean staffing with high-impact roles, supported by local workforce integration for green operations and sourcing.

# VISION & IMPACT

Our vision of GGBC (Global Green Building Council) is to advance a sustainable built environment for all, ensuring that every building and community enhances environmental health, social equity and economic resilience.



# CONTACT US



## Telephone

7979801035

9284639417



## Email

[investor@globalgbc.org](mailto:investor@globalgbc.org)

[ssqiindia1999@gmail.com](mailto:ssqiindia1999@gmail.com)



## Address

B-401, Om Kaveri CHS Ltd,  
Nagindaspada, Nalasopara (East)  
Maharashtra

# THANK YOU

Thank you for your time and interest in GGBC. We look forward to partnering with you to build a cleaner, greener future for India.

