



# IRINGA MODERN CITY INVESTOR PITCH DECK



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# Iringa Modern City Redevelopment Project

Developing Tanzania's Southern  
Highlands Commercial Hub

# INVESTMENT HIGHLIGHT

A Scalable Mixed-Use Urban Investment Opportunity

## Key Points:

- Prime central location in Iringa
- 50–150 hectares redevelopment potential
- Multi-sector revenue streams
- Target IRR: 18%–25%
- Phased development (risk-controlled)



# THE OPPORTUNITY

## Why Iringa?

- Fast-growing secondary city

## Strategic link to:

- Mbeya
- Njombe
- Dodoma
- Gateway to the Southern Highlands economy
- Untapped commercial real estate market



# THE PROBLEM

## Current Urban Gaps

- Unplanned urban growth
- Lack of organized trade centers
- Limited modern housing supply
- Inadequate healthcare infrastructure
- No integrated business district



*“This is what exists today.”*

# THE SOLUTION

## Integrated Urban Redevelopment

A master-planned mixed-use district combining:

- Residential communities
- Trade & logistics hub
- Specialist healthcare
- Business & financial district
- Hospitality & conference facilities



**“This is what we are building.”**

# MASTER PLAN COMPONENTS

## Development Components

- Residential (apartments)
- Commercial & wholesale trade
- Hospital (PPP model)
- Office & financial district
- Hotel & conference center
- Parks & public infrastructure



# LAND & DEVELOPMENT MODEL

## Land Strategy

## Inner-city redevelopment

### (Kata A)

- Land pooling + compensation
- Existing infrastructure reduces cost
- Phased land aggregation

## Structured under SPV (Special Purpose Vehicle)



# IMPLEMENTATION PLAN

## Phased Development Strategy

### Phase 1 (Years 1–3):

- Land acquisition
- Infrastructure
- Initial housing + retail

### Phase 2 (Years 3–6):

- Commercial expansion
- Hospital
- Offices

### Phase 3 (Years 6–10):

- Full build-out
- Hospitality & public amenities



# MARKET OPPORTUNITY

## Population Growth

- 1.19M (2022 Census)
- +26.7% growth (2012–2022)
- ~2.5% Annual growth

## Urban Market

- 200,000++ residents (Iringa Municipality)
- Rapid urban migration

## Regional Catchment

- Services 2M+ people across the Southern Highlands

## Key Demand Drivers

- Housing deficit
- Growing middle-income population
- Expanding trade & logistics activity
- Limited modern commercial infrastructure



***“Iringa presents a high-growth, under supplied urban market with strong regional demand fundamentals.”***

# DEMAND PROJECTION (HOUSING + COMMERCIAL)

## A. HOUSING DEMAND ESTIMATION

### Step 1: Urban Population

- ~200,000 (Iringa town)

### Step 2: Household Size (Tanzania avg)

- ~4.5 – 5 people per household

Estimated households:

- ~40,000 households

### Step 3: Housing Gap (Conservative Estimate)

Assume: 20% deficit (undersupply)

### Housing demand gap:

- ~8,000 units needed



# DEMAND PROJECTION (HOUSING + COMMERCIAL)

## Step 4: Target Market

Target:

- Middle-income (10–20%)

👉 Realistic capture:

- **800 – 1,500 units**

### INVESTOR INTERPRETATION:

“There is immediate demand absorption potential for over 1,000 residential units in the Iringa urban market.”



# DEMAND PROJECTION (HOUSING + COMMERCIAL)

## B. COMMERCIAL DEMAND

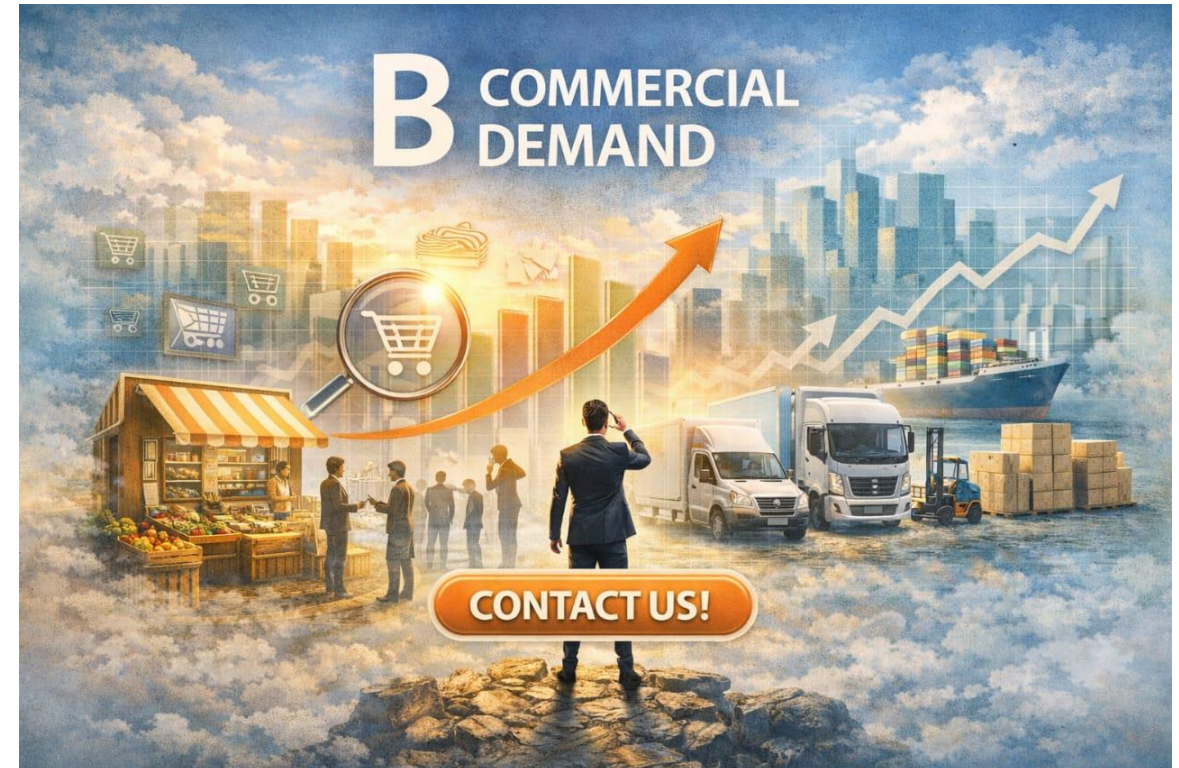
### Market Reality:

Iringa lacks:

- Organized wholesale centers
- Grade B office space
- Modern retail complexes

### Demand Drivers:

- Regional trade (Mbeya, Njombe, Dodoma)
- Agriculture supply chain
- SMEs growth



# DEMAND PROJECTION (HOUSING + COMMERCIAL)

## ESTIMATED DEMAND

Segment	Demand
Retail Space	15,000 – 30,000 SQM
Office space	10,000 – 20,000 SQM
Warehousing	High (undersupplied market)

***“Iringa’s commercial real estate market remains significantly underdeveloped, presenting a first-mover advantage.”***

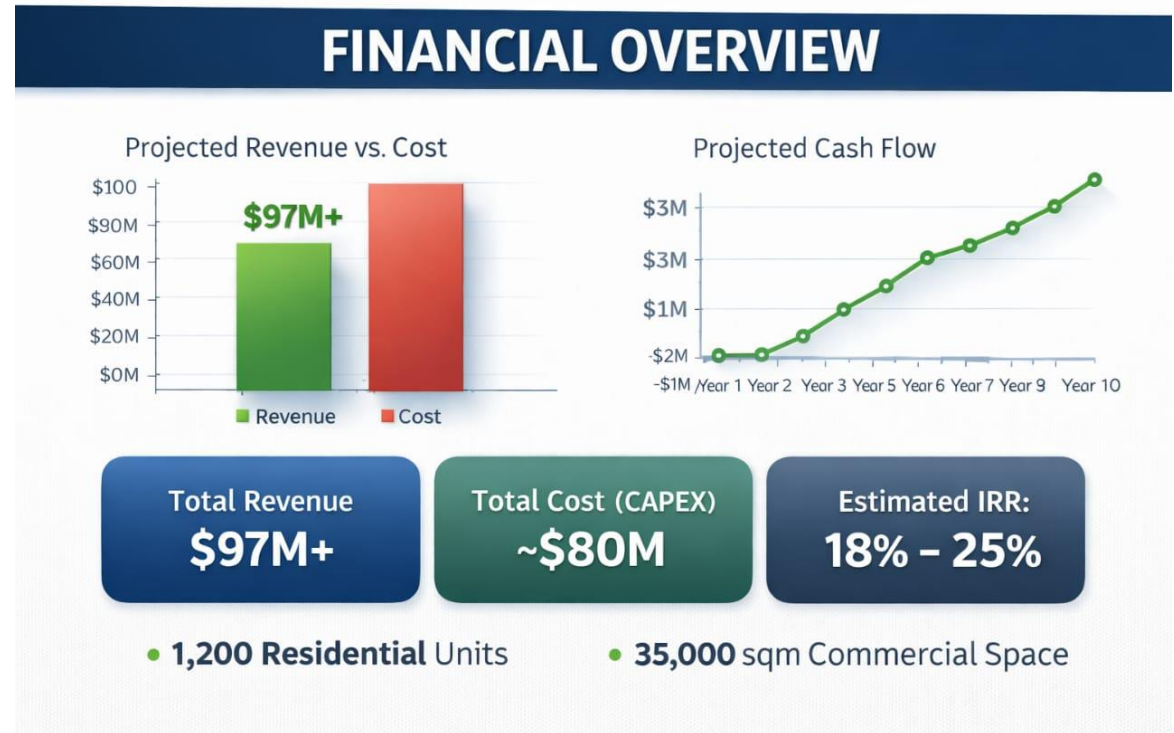
# FINANCIAL OVERVIEW

## Investment Snapshot:

- CAPEX: USD 80M – 150M
- IRR: 18% - 25%
- Payback: 6 -10 years

## Revenue Streams:

- Residential sales
- Rental income
- Commercial leasing
- Healthcare operations



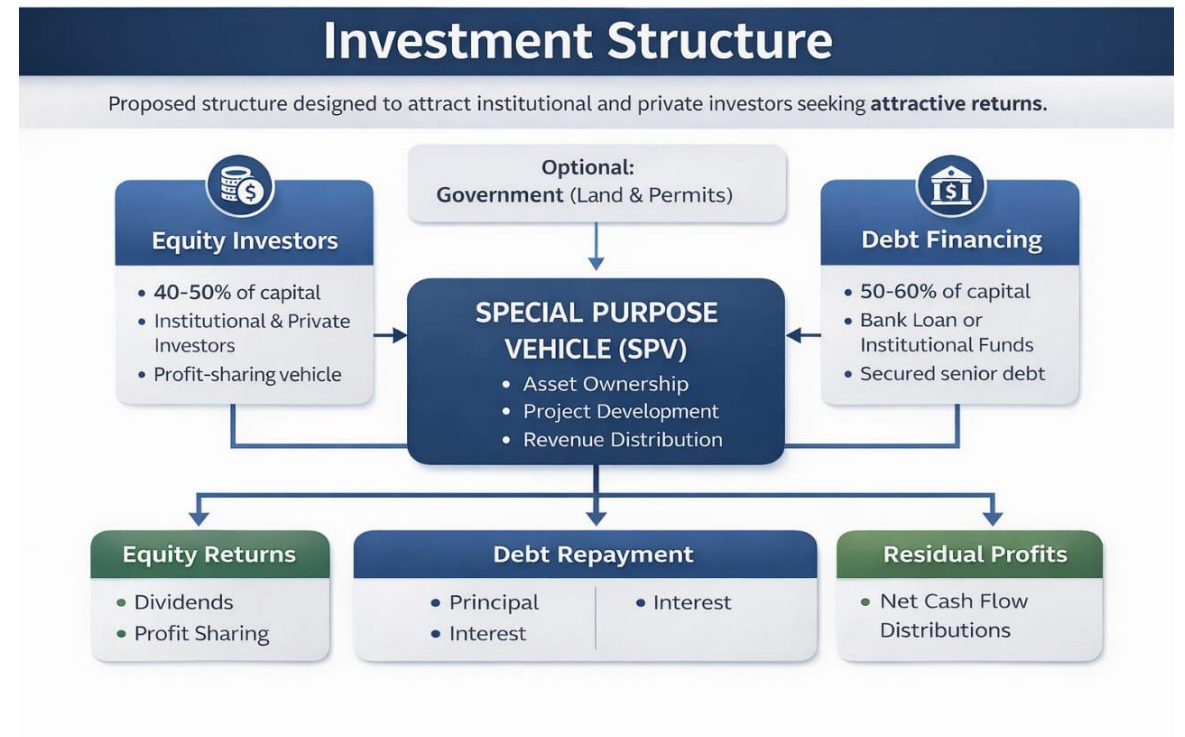
# INVESTMENT STRUCTURE

## How Investors Participate

- Public-Private Partnership (PPP)
- Equity + Debt structure
- Multi-investor participation

## Target Investors:

- Real estate developers
- Infrastructure funds
- Healthcare operators



# RISK & MITIGATION

## Risk Management

Risk	Mitigation
Land acquisition	Early engagement + Premium compensation
Market demand	Phased rollout
Capital	Syndicated financing
Regulation	Government partnership

# ESG & SUSTAINABILITY

## Sustainable Development

- Green building standards
- Energy efficiency
- Climate-resilient planning
- Inclusive urban design



# EXIT STRATEGY

## Investor Exit Options

- REIT listing
- Asset sale
- Rental stabilization + refinancing



# CALL TO ACTION

## Investment Opportunity

We are seeking strategic partners and investors to participate in the development of *Iringa's* *next-generation urban hub.*

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