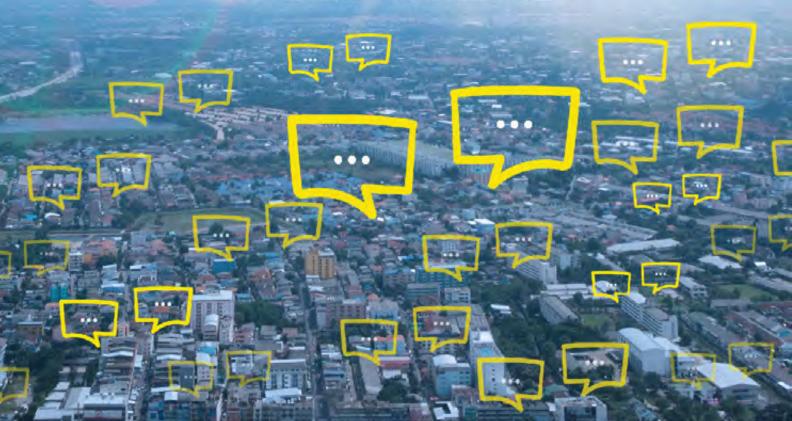


REALTY+ SURVEY ON REAL ESTATE ADVERTISING TRENDS





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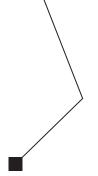


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PANORAMA

by ANNURAG BATRA

Editor-in-Chief

CHANGE BEFORE YOU HAVE TO

he upcoming World environment day next month once again reminds us the urgency of climate change and the need to save the environment to save us and the future of the next generation. Through this issue, we acknowledge the efforts and initiatives of one and all from the global and Indian government bodies to the individuals working towards making the world greener.

Our aim is to create awareness about the environmental issues, because we believe with awareness comes solutions. Our next step in this direction is the Realty+ Harit Bharat Leadership Summit & Awards 2023 that will recognize and celebrate the sustainability champions and bring thought leaders from various sectors and industries together to discuss the best way forward.

Another significant initiative of Realty+ will be the forthcoming Art, Architecture & Design Festival 2023 (AADF). In today's time, the segments of art, architecture and design overlap and interrelate with each other. This latest endeavours will highlight the interconnectedness of all design segments and will be a congregation of the designers, crafts persons and entrepreneurs, that will be held in Mumbai.

What's more, it is quite heartening to see the fast paced development of technology in all spheres of human life. From AI to Robotics, the digital advancements are happening at lightning



speed. With the constantly changing ecosystem, keeping up with the latest trends is crucial for businesses that want to stay ahead of the competition.

Through our print, digital and events, our constant effort has been to keep our readers abreast with the latest developments in the world of real estate and more.

Wish you Happy Reading!



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OF
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FROM THE **EDITOR'S DESK**



Realty+ recently did a survey on the advertising trends in real estate and took a dipstick of the advertising expenditure of the realty firms across the country. We share with you the findings of the same that will give an insight on how advertising is being used by the sector to increase its Rol.

With the holiday season going on. We hope you will enjoy this issue as we bring to you some of the most nature inspired destinations of the country. But, let's not forget this year's World Environment Day will be marked with the theme #BeatPlasticPollution, so while enjoying the nature, let's remember to keep it clean.

We look forward to your support and suggestion as always!

Sapna Srivastava

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You can access the web edition of Realty+ at www.rprealtyplus.com and also subscribe for the Daily Newsletter. You can send your letter to us at realtyplus@exchange4media.com mentioning the sections name in the subject line.

IN BOX



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According to a recent World Bank report, in India, 45 per cent of the country's peak electricity demand in 2050 is expected to come from space cooling alone. The environmental consequences of traditional cooling systems are significant, necessitating a paradigm shift toward more sustainable alternatives.

Sudheer Perla

Country Head, Tabreed India

SEBI's consultation paper on Regulatory Framework for Micro, Small & Medium REITs is an opportunity to enhance the overall investor and stakeholder proposition, but not allowing the players to take leverage is a limiting provision. Real estate is an interesting asset class as one can take leverage on it against future cash flows. It is a very important aspect in real estate and should definitely be explored by the regulator in the future as it will significantly help investor returns.

Aryaman Vir

Chief Executive Officer, Aurum WiseX

The Government's goal of having a country with net zero carbon emissions by the year 2070 is a bold and outstanding step in the right direction. Automated Parking Systems are an ideal choice to reduce carbon emissions as the slower the vehicles go, the greater their emissions of Co2 and other greenhouse gases. They also play a significant role in saving green spaces as compared to traditional parking systems.

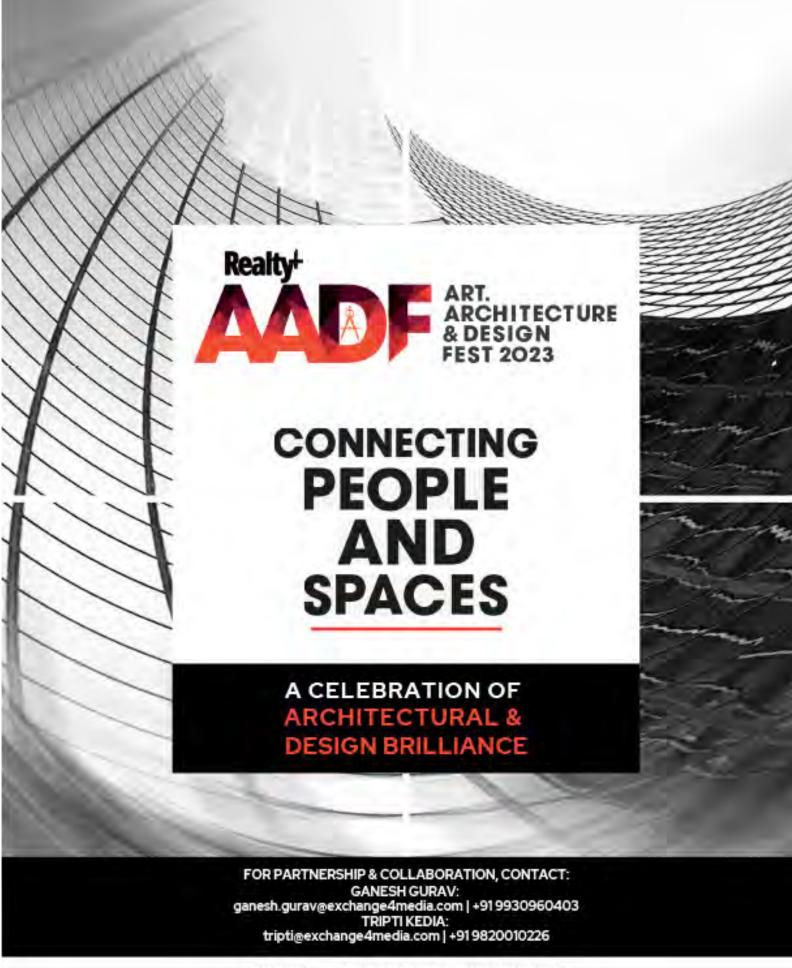
Rajesh Kabra

Director, RR Parkon

India has undergone a remarkable transformation in its technology consumption. Instead of being passive recipients, we have emerged as pioneers, transitioning from IT consultants to business consultants. After all, technology is truly valuable when it enhances the human experience.

L.C. Singh

Director and Executive Vice Chairman, Nihilent



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EW SUSWESSWIRLD

N ONLINE







Real Estate Sees **Three-Fold** Rise In Foreign Institutional Investment

uring the six-year period from 2017 to 2022, India received cumulative foreign institutional inflows of USD26.6Bn into real estate, a three-fold rise from the preceding six-year period. Foreign investments in India have been on the rise over the last few years as the industry underwent an overhaul, with major structural, policy reforms inducing transparency & ease of business operations, according to Colliers' report.

According to the report, foreign investments accounted for a sizeable share of 81% of the total investments in real estate during 2017-22. The country's investor friendly FDI policies, increased transparency in deal structures, and higher investment limits through the direct route have encouraged global investors to invest

in India's real estate sector. Institutional investments in real estate continue to remain upbeat in Q1 2023 as well, rising by 37% YoY at USD1.7 Bn, led by office sector.

Major Indian cities like Bengaluru and Mumbai occupy the 2nd and 3rd positions, respectively, in terms of commercial yield across the APAC region. While Bengaluru leads office yields in the region, Mumbai leads in industrial assets yield.

Investors are recalibrating their portfolio strategy to include new-age growth sectors in order to diversify and fetch higher overall returns. Major investments are already being directed towards alternative assets such as data centers, life sciences etc. While inflows in alternatives are rising, office sector continues to dominate the investment inflows.

Lucknow Makes 5-Yearly **Structural Audit Mandatory**

he Lucknow Development Authority launched a structural audit (SA) policy. The audit would be done every five years. The policy aims to check the safety and structural integrity of buildings that are more than four storeys and have a height of above 15 mtrs. For this the LDA contribute a panel of experts from IIT, NIT, Central Universities and reputed structural consulting firms. The panel will be finalised by the LDA Vice-Chairman.

The structural audit is introduced on the lines of fire department NOC's which ensures fire safety for multi-storeyed buildings. Similar to this, builders and owners will be required to get a structural audit of the buildings done by the third party in accordance with the largest guidelines of the National Building Code (NBC). They must then submit certificates to the LDA upon completion of the structure. The structural audit should be repeated every five years.

For the initial five years it will be the responsibility of the builder to conduct repair works within a month. Thereafter if it is an apartment, the Resident Welfare Association (RWAs) will have to take charge and get an audit done every five years.

Growing Infrastructure Projects Boost Cement Sector

he spurt in demand from sectors such as housing, commercial construction, and industrial construction will lead to an increase in consumption. As per ResearchAndMarkets report, in terms of volume, cement is expected to reach 450.78 million tons by the end of FY 2027.

The cement industry is main-

ly driven by the consequential number of construction activities with the growing demand and a surging need for residential complexes of urbanised population. Furthermore, the construction of various infrastructure projects such as airports and roads, undertaken by the government in recent times, propels the growth of the market.

Demand Outpaces Supply In Bengaluru's **Warehousing Sector**

engaluru is likely to witness a surge in investment for developing premium warehousing park to meet growing demand for storage space from e-commerce and third-party logistics players, according to a white paper by India Sotheby's International Realty with inputs from India's real estate data research company CRE Matrix.

The demand-supply trend of the last five calendar years (2018-22) shows that demand has outstripped new supply by far, resulting in very low vacancy levels in existing warehousing parks and a decent growth in rentals.

Tthe cumulative absorption of

warehousing space in Bengaluru during the 2018-22 period stood at 16.34 mn square feet, while new supply was 10.5 million square feet. Another significant trend is the notable rise in market rentals within the sector. In 2022, market rentals experienced a remarkable increase of 10%, surpassing the average rental hikes of 5-6% witnessed in previous years.

The demand for land in Bengaluru is expected to be evenly distributed among different clusters, facilitated by the city's expansion and peripheral ring road, allowing for seamless transfer between clusters and consumption centres.

SNIPPETS

L&T to Build Renewable Energy Infra at NEOM

L&T Power Transmission & Distribution Business has achieved important milestones. It will build renewable energy infrastructure at NEOM's world's largest green hydrogen plant

Indian EV Manufacturina To Require 13 Mn Sft Real **Estate By 2030**

Real estate requirement of 4 & 2-Wheeler Electric Vehicles manufacturing facilities is estimated to be 13 million sq. ft. by 2030 as a result of government's EV adoption targets.

Thiruvanthapuram to **Become One of the Largest Solar Cities in** India

Kerala government agency launching an ambitious project to turn every rooftop in the state capital into a solar energy-producing station.

India's Ultra Wealthy **Population to Grow By** 58.4% in 5 Years

India's billionaire population is expected to rise from 161 in 2022 to 195 individuals in 2027 with rise of HNI population's asset value by 107% in a five - year period.

World's Many Coastal Cities At Risk of Disappearing by 2100

WEF lists New York City, Jakarta, Lagos, Dhaka, Alexandria, Venice, Bangkok, New Orleans, Rotterdam among those sinking and at risk of disappearing by the year 2100.



India Office Market Holds 393.7 **Mn Sq Ft Of REIT Worthy Assets**

ndia's rent-yielding Grade A office market comprises 393.7 mn sq ft of REIT worthy assets worth over USD 61 billion for future listing, as per JLL data. India has witnessed the successful listing of three office asset-based REITs, garnering a robust response from institutional and retail investors since 2019.

The sustained growth of India's office market, coupled with the enhanced transparency fostered by REIT implementation, has created an environment conducive for large financial institutions to participate in these listings.

The recent introduction of a retail asset-led REIT IPO has been revolutionary for the real estate market, ushering in an era of diversification across other asset classes in India and paving the way for more REITs across multiple asset classes.

Investments In Indian Hospitality To Exceed USD 2.3 Bn In 2-5 Years

BRE South Asia Pvt. Ltd report points out that a total of over USD 2.3 bn in investments are expected over the next 2 - 5 years, and more than USD 0.4 bn of investment is expected during 2020-2023 period. The report also states that ~12,000 rooms are likely to be added in 2023, and the number of rooms is expected to grow at a CAGR of ~3.3% by 2025.

Further, the report states that all industry KPIs such as percentage of rooms occupied / occupancy rate; average daily rate (ADR) / average rental revenue per occupied room at a given time; and revenue per available room (RevPAR) / revenue generated by one room are expected to surpass pre-pandemic levels this year.

Realty Developers To Complete Nearly 5.58 Lakh Homes In 2023



eal estate developers are expected to complete nearly 5.58 lakh homes this year across seven major cities as builders focus on accelerating the pace of construction activities, according to Anarock.

The maximum completion of housing projects is expected in Delhi-NCR followed by Mumbai Metropolitan Region (MMR). In Delhi-NCR, builders are likely to complete 1,70,100 homes this year as against 86,300 units scheduled in the previous year. The completion of homes in MMR is likely to be 1,31,400 units, as against 1,26,700 units.

Pune may see completion of 98,400 units. The completion in Bengaluru is seen at 80,100 units this year. Kolkata is likely to witness completion of 36,700 units this year. Realtors may complete 23,800 homes in Hyderabad during 2023. In Chennai, the scheduled completion of homes is 17,400 units this year, a decline from the scheduled completion of 21,200 homes in the previous year.



World's First 3D Printed Temple In Telangana

psuja Infratech, a Hyderabad-based construction company has joined forces with Simpliforge Creations, an innovative 3D printed Construction Company, to achieve a remarkable feat in architectural innovation - the creation of the world's first 3D printed place of worship. The 3D printed temple resonates the pride of Telangana as it sets out to embark on an architectural revolution in the nation.

Situated within Charvitha Meadows, at Burugupally, Siddipet, Telangana the 3D printed temple serves as a testament to the harmonious integration of technology and nature with sustainability.

The groundbreaking three-

part structure marvel, a Hindu temple, sprawling over an impressive 3,800 sq.ft, standing tall at about 30 feet is a unique architectural wonder, a one-ofits-kind innovation being built in Telangana.

The three sanctums, or Garbhas within the structure represent a 'Modak' (a fig shaped delicacy) dedicated to Lord Ganesha, a Shivalay, a square abode devoted to Lord Shankar, and a Lotus shaped home for Goddess Parvati. The Structure is 3D printed by Simpliforge with their in-house developed system and indigenously developed material and software. This by far is the first 3D printed structure globally as a place of worship at this massive scale.

TWEETTALK

@MIB_India

India is developing its infrastructure at an incredibly fast rate. The length of national roadways has quadrupled over the past eight years when compared to FY2006-FY2014.

@FinMinIndia

India was the fastest-growing major economy over the last fiscal and in the quarter ending March 2023 as well

@SwachhBharatGov

The Union Cabinet's approval for the innovative CITIIS 2.0 programme will foster a circular economy and enhance climate resilience across our cities.

@g20org

The structure of #G20 ensures comprehensive collaboration through the Sherpa Track, Finance Track, Engagement Groups, Initiatives & Conferences.

@indstartupnews

India's GDP in Jan-March qtr grew at 6.1% as compared to 4.4% in the previous qtr, while growth in real GDP during 2022-23 is estimated at 7.2% as compared to 9.1% in 2021-22.

@MSuzman

For @GatesFoundation, our focus is driving a responsible approach to #AI that will be inclusive, equitable, & reflect the needs of the world's most vulnerable communities.

REALTY+ SURVEY ON REAL ESTATE DYERTISING TRENDS



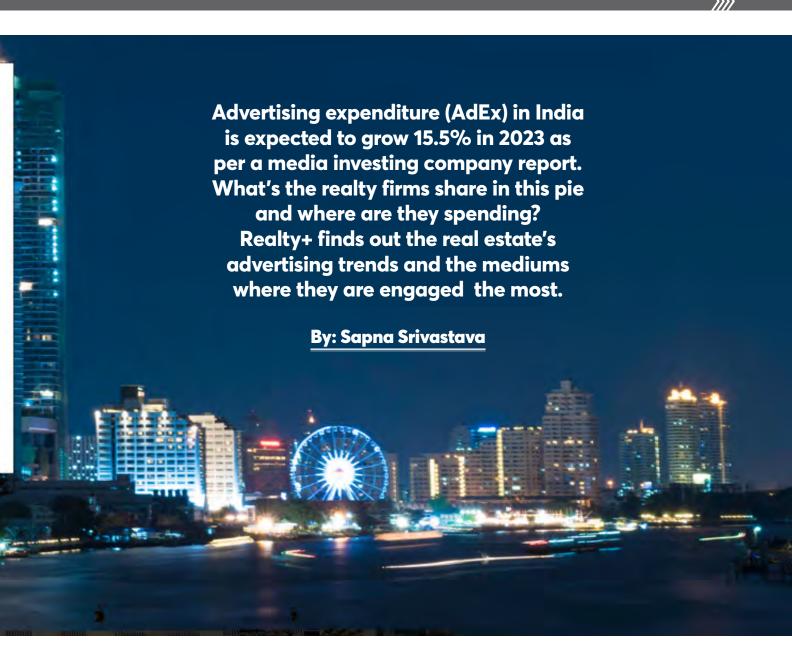
he economic headwinds since last two years had created a period of stalled growth across industries that had a domino effect on real estate sector, and in turn theiradvertising spending. While, the marketing budgets were cut down in order to optimize costs, there was an increased spend on performance marketing.

As per our survey, we expect in 2023 and beyond the advertising

spends will increase as macro environment improves and real estate sector's confidence grows in terms of showcasing their projects across advertising channels.

Real estate marketers shared in the survey, that there isn't a single medium that can be considered a favourite. Each medium has its own strengths and advantages and they utilize different media based on their deliverables and unique capabilities.

Advertising spending is also contingent upon the specific product launch, sales strategies and goals. The allocation of resources and spending vary from project to project and quarter to quarter with continuous assessment of market conditions, consumer behaviour, and campaign performance to make informed decisions regarding advertising spending.



THE MOST COMMON **REAL ESTATE ADVERTISING** STRATEGY INVOLVES **A COMBINATION OF** PRINT, OUTDOOR, **RADIO, AND ONLINE MEDIUMS. EACH MEDIUM OFFERS DISTINCT BENEFITS IN TERMS** OF BRAND VISIBILITY AND CUSTOMER **ACQUISITION.**

INDIAN REALTY **DIGITAL INCLINATION**

For Indian real estate, digital remains a key driver with more than 70% surveyed showing preference for digital over ATL marketing. In fact as per the visible trend, over 30% growth and more than 40% share of spend in Digital is expected in 2023 across real estate.

The survey highlighted the following reasons for digital being the favourite advertising medium among the real estate marketers

- Better trackability & transparency
- Definitive ROI & Reach
- Lends accuracy targeting specific seaments
- Course correction strategy is feasible while the campaign is on
- More results per monies spend
- Helps generate maximum leads
- More scientific and analytically correct based on data and insights
- Cost-effective and more efficient in terms of targeting audience, measure brand reach and visibility

THE PRESENT KEY TRENDS

With the inclusion of social media for engagement, digital works great for performance and lead generation. Real estate marketers most digital spend are on Google Adwords and platforms such as Instagram, Facebook and Google, where the response to leads is quick and generates business.

Digital is cost-effective and more efficient in terms of targeting audience, measuring brand reach. Social Media platforms like Facebook, Instagram, and LinkedIn offer realty marketers targeted advertising options to reach specific demographics and geographical areas. The visually appealing ads and video content enhances engagement with potential buyers.

Combining the print and digital is the current strategy to promote

services and properties. The percentage mix of both varies from company to company and as per real estate asset segment.

As a matter of fact video content has become increasingly important in real estate marketing such as virtual tours of properties, client testimonials, educational videos on YouTube and Vimeo.

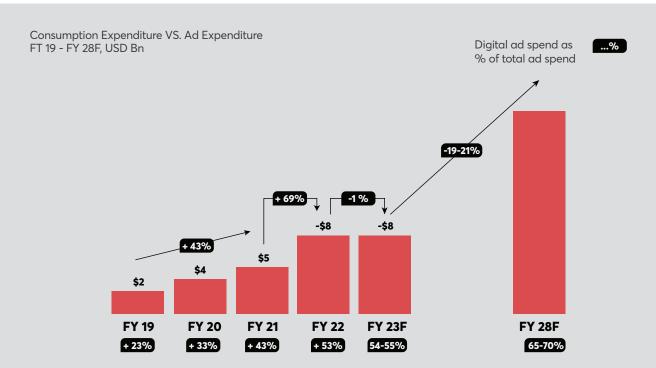
Television Commercials and over-the-top (OTT) platforms are the least popular mediums when it comes to real estate advertising with hardly or no budgets allocated by realty firms on these two mediums.

Presently, celebrity endorsements too have a very few takers in real estate. Their role is considered at best to create awareness of a project. Many participants in the survey agreed that celebrity's endorsements are a marketing

gimmick for brands.

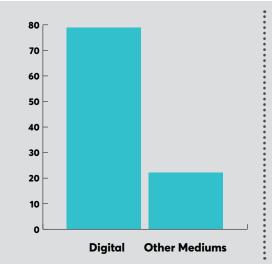
Sports sponsorship is a strategic advertising approach to enhance brand's image through exposure and association, but it depends on product launches, market and events. Given the high costs and difficulty in measuring the return on investment it is not a popular trend in real estate advertising.

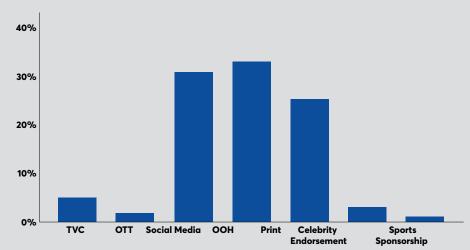
FACEBOOK ADS AND GOOGLE ADS ARE A CURRENT RAGE **IN REAL ESTATE ADVERTISING.** THANKS TO THEIR **ABILITY TO GENERATE LEADS. GRAB ATTENTION AND INCREASE REVENUE.**



Note (s): 1, CCI refers to consumer sonfidence index 2, market sizing includes overlap google ad network worth 2-3 bn

Sources :RBI, Expert Discussions, redseer research, expert Discussions





MOST POPULAR MEDIUMS OF ENGAGEMENT

Non metro cities are the biggest users of OOH and they also have the infrastructure to support it, while digital advertising is more prevalent in metro cities. The print surprisingly remains a consistent medium of advertising given its better recall and strategic use with digital advertising.

Google Ads and website SEO as per marketers, help to get more leads and social media helps generate brand awareness among the target audience, making people get more aware of the brand. Google's pay-per-click ads is most used tool for real estate marketing and Google Ads is considered one of the best ways to get the listings in front of the right people.

Outdoor advertising (OOH) when it comes to non-metro cities, is the preferred medium and is seeing steady growth. The reasons being, a lot of brand visibility and it helps channel partners as well. But like other mediums, OOH is

turning digital too.

Digital OOH (DOOH) is the next level-up from OOH. Unlike traditional OOH advertising with static billboards, DOOH advertising by using dynamic videos to interactive displays can quickly grab attention making the campaign more engaging and memorable.

Property Aggregator Platforms too figure on the list of favourite advertising platforms in terms of Rol. When used correctly, they can deliver a stellar competitive advantage in capturing and converting leads.

Print going by popular perception is getting wiped out by digital but, there can be nothing further than the truth as indicated by our survey. Real estate marketers and sales agents need both digital and print marketing strategies.

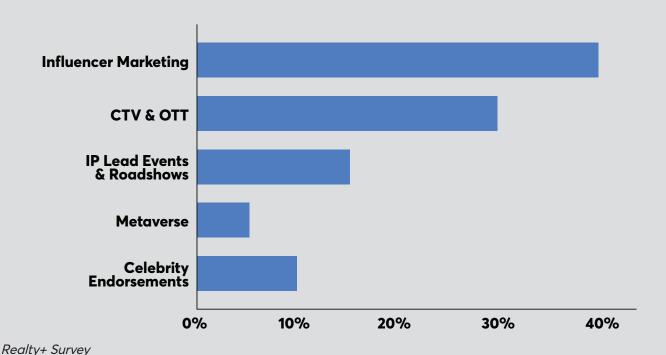
NEW AREAS OF ADVERTISING

While, the marketers are ardently using their favourite advertising platforms from online to offline, they also confess on planning

PRINT, DIGITAL AND OUTDOOR ARE THE MOST EFFECTIVE WAY OF REACHING OUT TO THE REAL ESTATE POTENTIAL BUYERS.

to explore a few other mediums that has not been part of their advertising spends till now. Influencer and OTT advertising comes at the top of the wish list followed by events & roadshows, celebrity endorsements and Metaverse.

Influencer Marketing - Many real estate brands are engaging a variety of influencers to maximize their reach on different platforms. Facebook and Instagram offers ample opportunities for influencer marketers to connect with audiences organically. While many survey participants had not yet engaged influencer, they wanted to explore the same because consumer can identify more with situations and people associated



with the product. A few others that have been using influencer marketing plan to increase it going forward.

Connected TV and Over the **Top platforms** are indeed becoming one of the most powerful mass media tools. The video innovations are causing tremendous excitement in the advertising world and content producers are struggling to keep pace to find the best advertising solutions. The participants in the survey shared that OTT is comparatively a new medium and wiith the advent of Jio Cinema and it being open to ads on the platform, it is going to be an interesting space to explore.

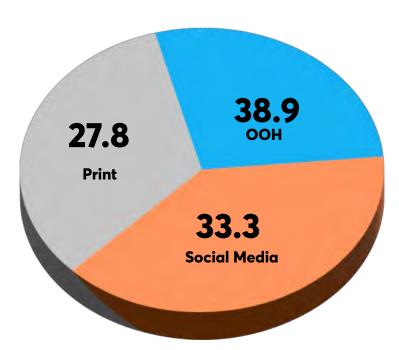
IP lead events for targeted audience can take many forms and offer a great way to interact with prospective clients, showcase a property, sharing of ideas or gain-

ing a brand visibility in the industry. Roadshows on the other hand facilitate face-to-face interaction between the marketing team and customers, provides an effective platform for showcasing projects and are known to provide an more personal and memorable experience to the customers. Many in the survey expressed considering exploring the international events, exhibitions and NRI roadshows.

Celebrity Promotions - No doubt, celebrities add an element of glamour, are a potent marketing tool and help to create goodwill for the brand. The catch is to be associated with a trustworthy and brand -relevant popular figure. This medium though is on the wish list of many realty brands, overall it seems to be on a low priority.

Metaverse - Moving on from Virtual and Augmented Reality,

INFLUENCER MARKETING AND OTT ARE THE TWO **PLATFORMS THAT MOST REAL ESTATE MARKETERS WOULD** LIKE TO EXPLORE FOR ADVERTISING. **INFLUENCERS CAN HELP DIVERSIFY THE POOL OF POTENTIAL PURCHASERS AND HASTEN SALES** BY ADVERTISING **SOCIAL MEDIA LISTINGS. THROUGH** OTT ADVERTISING, **MARKETERS CAN REACH A SMALLER BUT MORE FOCUSED AUDIENCE.**



Realty+ Survey

allowing potential buyers to virtually explore properties from the comfort of their homes, Metaverse is the next frontier for real estate in which quite a few survey participants showed interest. Collaborating with the metaverse platform, you can create your own brand's avatars or accessories as a part of your official merchandise. For marketers, the metaverse represents an opportunity to engage consumers in entirely new ways.

REALTY+ ADVERTISING TRENDS FORECAST

Realty+ survey on advertising trends in Indian real estate offered some interesting insights. Based on the data collected and the sentiments shared by the industry experts, below are the significant trends that we are going to see in a big way.

Honesty Matters

Authenticity will be the biggest driving factor for a successful social media marketing. Genuine and relatable content that can produce trust and affinity with the audience will become even more important. Influencers are likely to become bigger part of advertising as their content resonates with their followers – especially Gen Z. Businesses will leverage influencers who can create meaningful connections with their customers and foster customer loyalty.

Visual Signs

As consumers' attention spans continue to wane, effective video content that allows brands to engage will be in demand. Visuals and videos that can evoke emotions in viewers are more likely to make them remember the brand. Looking ahead, drone videography and photography will become a staple of video advertising offering genuine information. A well-curated 8 seconds visual (the average attention span) will reign supreme.

Importance of Voice

With voice assistants becoming increasingly popular and voice search being preferred due to its convenience and accuracy, voice search optimization will become more important than ever. Advertising that optimizes content for voice searches will help ensure that the content is at the top of search engine results and the customers can easily notice their product.

Mobile Centricity

Mobile advertising has grown exponentially in India over the past few years with increase in smart phone penetration and data connectivity. Mobile-centric campaigns will continue their dominance with customized ads based on the location of the target prospects. Mobile gaming will be further utilized with creative campaigns that engage users and in-game rewards.

Artificial Intelligence

Generative AI tools that create videos, images, and even music for personalized campaigns are soon to take over the advertising world. Al-powered tools can target customers based on their browsing habits and interests, allowing marketers to personalize ads. Al tools like ChatGPT can craft persuasive content that will enable marketers in creating ad campaigns that are optimized for their target audience.

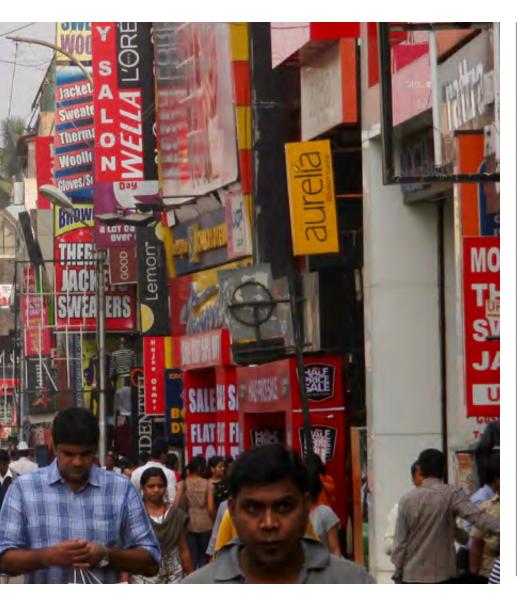




BENGALURU HAS BEST **HIGH STREET** SHOPPING

MG Road, (Bengaluru) tops the list of high streets in India followed by Somajiguda in Hyderabad, Linking Road in Mumbai and **South Extension, Delhi** ranked at second, third and fourth positions respectively.





top high streets are not the ones demanding the highest rent.

Inward looking markets like Khan Market (Delhi) and DLF Galleria (Gurugram) scored very low, whereas markets aligned along the access road like MG Road (Bengaluru), Somajiguda (Hyderabd), Linking Road (Mumbai), Anna Nagar, Park Street and Camac Street (Kolkata) scored high.

Ahmedabad and Pune do not house any of the top 10 high streets. Ahmedabad's SG Highway has the highest spending quotient amongst the 30 high streets surveyed.

Indian high streets occupy only 6% of the total gross leasable area as compared to the shopping mall stock, however, in terms of efficiency, high streets offer 100% efficacy due to low maintenance costs, whereas in the case of shopping malls, the efficiency can range anywhere between 50% - 60% depending on the grade of the shopping mall. This is largely due to high maintenance costs for common areas, central air conditioning and escalators.

n a primary survey conducted by Knight Frank across 30 high streets of the top eight cities of India, it has been determined that Bengaluru has best of high streets that provide significantly better shopping experience with 4 of its markets making to the top 10 list.

The top ten high streets are those that are convenient in terms of access, parking facilities and with a varied assortment of retailers. Contrary to common perception, the

Rank	City	High Street		
1	Bengaluru	Mahatma Gandhi Road (MG Road)		
2	Hyderabad	Somajiguda		
3	Mumbai	Linking Road		
4	Delhi	South Extension – Part I & Part II		
5	Kolkata	Park Street and Camac Street		
6	Chennai	Anna Nagar		
7	Bengaluru	Commercial Street		
8	Noida	Sector 18 Market		
9	Bengaluru	Brigade Road		
10	Bengaluru	Church Street		

CLIMATE **LEADERS PAVING** PATH FOR **GREENER TOMORROW**

THE GLOBAL WARMING IS AN IMMEDIATE DANGER TO THE LIVING **WORLD AND THERE IS A DIRE NEED** TO PIVOT TO A LOW-CARBON **FUTURE. FOR THAT A COMBINED** EFFORT FROM THE GOVERNMENTS. **REGIONS, CITIES AND VILLAGES AS WELL AS INDIVIDUALS WILL HAVE A KEY ROLE TO PLAY. REALTY+ BRINGS** THE STORY OF SOME OF THESE INDIVIDUALS WHO ARE ACTING AS **CLIMATE WARRIORS TO COMBAT** THE REPERCUSSIONS OF CLIMATE CHANGE.

By: Sapna Srivastava



ith growing world population, urban development is imminent to provide basic infrastructure. And building inclusive, resilient and sustainable cities is the only way to boost prosperity at the local, regional, national and thereby global levels. A sustainable city also helps foster inclusive communities including the marginalized and vulnerable in the shared development.

As we all agree, climate change is one of the biggest



challenges the world faces today and it will take a team effort to tackle. It can't be solved by one country, industry or community. The governments, public and private industries and local communities will have to be part of the efforts for a long term and consistent solution.

CREATING AWARENESS

Increasing public awareness about climate change is the first line of defence. Understanding the effects

of climate change on daily lives, jobs and health will facilitate both behavioural change and societal support for the actions needed to mitigate climate change. There are a growing number of NGOs, government bodies, environmentalists and activists that are raising the awareness among the general masses on the risks of harming environment and are training the youth and communities to harness the environment friendly practices in all spheres of life.

BUILDING & CONSTRUCTION MAKEOVER

Building with environment friendly construction is the first step towards reducing carbon emissions. The developers have realized the impact of construction on the environment and are adopting green building guidelines. The mere act of constructing is against the environment and therefore, the property owners are maximising the use of existing assets, or repurposing

The underprivileged people are the ones most affected by climate change.

Buildings & construction account for 40% of energy-related Co2 emissions in cities.

According to the WHO, climate change has a direct impact on increasing illness and disease.

the same instead of demolition and new construction. Many realty firms are implementing new construction technologies and carbon accounting to evaluate building's full lifecycle impact while, quite a few construction materials companies have committed to becoming carbon negative by 2040.

CHANGING BUSINESS PRACTICES

The phrase, "people, planet, and profit" to describe the triple bottom line and the goal of sustainability, was coined by sustainability legend John Elkington in 1994. It has now transcended from being part of company's CSR to environmental, social and governance (ESG) framework in an organization.

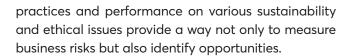
The businesses have realized, that the impact of climate change on people and communities also endangers their financial success. Therefore, business

Environmentally sustainable cities tend to be resilient to natural disasters and has population that is productive and includes the under privileged into their markets and services.

Climate equity ensures that all people share the benefits of climate protection efforts.

The circular business models can help reduce, reuse and recycle carbon intensive raw materials.

Climate-resilient solutions include Green buildings, low-carbon transportation, increased green covers, reducing air pollution and strengthening community participation.



GLOBAL ACTION PLAN

Globally, the governments too are conscious of the fact that climate change affects communities disproportionately depending on their existing vulnerabilities, societal inequities and economic disparities.

In fact in an historic move, the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) in 2022 concluded with a momentous decision to establish and operationalize a loss and damage fund. The fund aims to provide financial assistance to nations most vulnerable and impacted by the effects of climate change.

INDIAN SUSTAINABILITY INITIATIVE

India's Sustainable Development Goals (SDG) vertical, in collaboration with Union Ministries and States/UTs, is the nodal agency for coordinating and monitoring the works towards accelerated adoption, implementation, and monitoring of the SDG framework and related initiatives at the national and sub-national levels. The key stakeholders include the Government, civil society, private sector, academia, think tanks, research organisations, and multilateral organisations.

CLIMATE CHAMPIONS

Citizens, real estate developers, activists and entrepreneurs are working in their own ways from adopting strategies to protect environment & creating awareness to bringing sustainable practices to villages & training the youth.

By sharing their passion and actions that are bringing actual solutions and change on the ground, these climate champions are inspiring others to act for the planet.

Akhilesh Anil Kumar, a 23-year-old climate activist from Kerala, worked with his organization, Bring Back Green Foundation, and the noteworthy achievement was their work on the Climate Education Curriculum, a revolutionary project that aimed at incorporating climate change education into the mainstream curriculum.

CLIMATE LEADERS COME FROM VARIOUS WALKS OF LIFE, WITH DIFFERENT BACKGROUNDS, SOCIAL AND ECONOMIC STANDING BUT WITH ONE PURPOSE – DETERMINATION TO SAVE THE PLANET AND IMPROVE HUMAN LIVES.

Medha Priya advocates for marginalized voices, particularly those of children and women, whose concerns are often overlooked. She strives to raise awareness and address their unique challenges within the sustainability discourse.

Pradeep Aggarwal, a renowned real estate developer has embraced cleaner construction practices and is implementing innovative approaches that prioritize environmental responsibility. He aims to encourage widespread adoption of cleaner construction practices throughout the real estate sector.

Sanju Soman is a dynamic and passionate environmentalist dedicated to addressing India's climate urgency. Under the Climate Leadership Program SUSTERA, he has till date trained 300+ youth climate leaders across India.

Sumaira Abdulali through her NGO is helping people to find out ways with which they can generate their own data and learn to take action to engage the authorities to mitigate the problem.

These are just five of the many around us that are creating an inspiring impact in their local areas, producing noticeable effects on their communities and surroundings. These unsung climate warriors understand how climate change affects the people as much as how their organisation can help make the world a better place.

RIGHT APPROACH CAN TURN **CHALLENGES INTO STEPPING STONES**

The transformation of Akhilesh **Anil Kumar. Managing Director, Bring Back Green Foundation into** an environmental leader was catalysed by the devastating Kerala floods in 2018.

s a young climate activist from Kerala my journey was catalysed by witnessing the sheer power of nature and the destruction it wrought on my state, The sight of individuals coming together to protect communities and land was both heart-wrenching and inspiring. During that time, I volunteered and assisted in any way I could. This experience cemented my determination to work for the environment and shaped me as a youth leader in the climate space.

My transformation into an environmental leader led me to spearhead key initiatives, such as the creation of the Theeram documentary series, which shaped conversations around coastal erosion. I also worked with my organization, Bring Back Green Foundation, on various reports related to environmental policy and climate change. A noteworthy achievement was our work on the Climate Education Curriculum, a revolutionary project that aimed at incorporating climate change education into the mainstream curriculum.

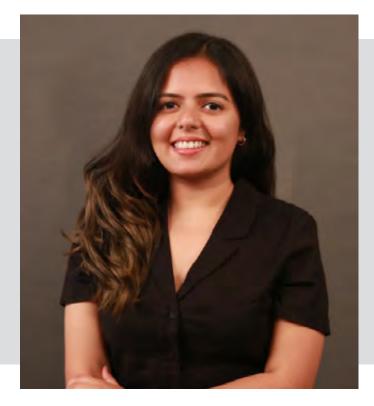
Protection Of Human Rights

As I look towards the green future of India, I see both challenges and opportunities. India, as a developing nation, must balance its rapid industrialization with environmental preservation. This balance poses a significant challenge, particularly given that we must cater to the needs of the largest population in the world. However, with the collective effort of the youth and all stakeholders, a sustainable and just transition is possible. If successfully executed, this transition could serve as a model for other nations.

However, one of the major challenges we face is the protection of human rights defenders in India. Their safeguarding is crucial in ensuring a truly sustainable future. Amidst these complexities, India's rich natural resources and growing sustainability awareness offer tremendous opportunities. With the right approach, we can turn these challenges into stepping stones toward a more sustainable and greener future.



RAISE AWARENESS AND ADDRESS CHALLENGES WITHIN SUSTAINABILITY DISCOURSE



Architect Medha Priya serves as the Design Lead for The ClimAct Initiative, an NGO dedicated to grassroot education on climate change.

am the founder of ABC of SDG, an initiative that focuses on conducting workshops to educate schools and colleges about the practical application of sustainability. Our workshops are conducted both online and offline, and we have successfully reached over 500 students across various locations in India. In addition, our organization The ClimAct Initiative has developed tailored curricula specifically designed for tier-2 and tier-3 cities, and we have collaborated with several organizations to deliver these courses effectively.

As a design-driven sustainability advocate, my primary goal is to utilize my design skills to drive meaningful change. I have had the privilege of collaborating with esteemed organizations like the United Nations during COP'26, where I actively contributed to the global sustainability agenda.

Presently, I am engaged with L'Oreal as a participant in the Women Climate Collective campaign, amplifying my voice and connecting with like-minded individuals who share the vision of fostering a greener future through collective action. These collaborations have provided me

with valuable platforms to advocate for marginalized voices, particularly those of children and women, whose concerns are often overlooked. By leveraging these opportunities, I strive to raise awareness and address their unique challenges within the sustainability discourse.

Access To Knowledge And Mentorship

India has made remarkable progress in the realm of sustainable development, yet there remains a considerable distance to cover, particularly in terms of youth-driven initiatives. The country offers numerous opportunities to young individuals, including digital accessibility and government funding, enabling them to undertake projects pertaining to climate action and education.

However, a significant challenge lies in accessing knowledge and mentorship necessary for initiating and implementing their ideas. Fortunately, dedicated individuals working in the sector are bridging these gaps, fostering a promising future.

INDIA'S GREEN FUTURE IS BOTH PROMISING AND CHALLENGING

Pradeep Aggarwal, Founder & Chairman, Signature Global (India) Ltd. acknowledges the responsibility to preserve nature and embraces sustainable practices in real estate development.



Il our ongoing projects strictly adhere to the green construction standards set by institutions such as EDGE or IGBC. In line with our commitment to cleaner air and better health, we have recently partnered with the Council on Energy, Environment, and Water (CEEW) for the 'Cleaner Air and Better Health' (CABH) supported by United States Agency for International Development (USAID). As part of this collaboration, we have initiated the deployment of an innovative air quality monitoring network, which is the first of its kind.

This pilot project stems from a MoU between Signature Global (India) Ltd. and CEEW, with the shared objective of addressing air pollution caused by construction activities. This partnership signifies our commitment to pioneering innovative solutions that mitigate the environmental impact of our projects and set a new industry standard for clean and sustainable construction practices.

Smart Urban Planning

One of the major challenges India faces is rapid urbanization, increasing strain on resources and infrastructure. Balancing the need for development with environmental conservation becomes crucial in ensuring a sustainable future. Another pressing challenge is pollution. India is grappling with high levels of air & water pollution, and rising carbon emissions. Addressing these issues requires stricter regulations, improved

waste management systems, promotion of renewable energy sources, and the adoption of cleaner technologies across various sectors.

While there are challenges, India also enjoys several opportunities for a greener future. The country has immense potential for renewable energy generation, given its abundant solar resources and vast coastline for wind energy. Besides that, the push for sustainable agriculture practices presents an opportunity to improve food security and promote environmental conservation. The green future of India also relies on sustainable transportation systems comprising electric vehicles, improved public transportation networks, and development of cycling and pedestrian-friendly infrastructure.

EACH ONE OF US HAS THE POTENTIAL TO BE A CHANGEMAKER

Sanju Soman Co-founder and **CEO of SUSTERA Foundation** drives collective action through capacity-building training, campaigns, and policy dialogues to equip communities to adapt better to climate change and build resilience.



y focus is on empowering individuals and communities and work with corporations and business leaders to foster a mind-set shift towards environmental conservation. As a United Nations India Youth Climate Leader, I have trained over 600 educators in schools on sustainable development and wetland conservation and have led a successful start-up that upcycled pre-owned sarees into cloth bags and providing an additional income source for women from fishing communities in Alappuzha.

At SUSTERA, I spearheaded the Climate Leadership Program, training youth to build climate resilience in vulnerable regions across India. The trained climate leaders work with local governments and support NGOs, contributing to sustainable cities and communities.

I played a pivotal role in establishing the first model wetland village in Muhamma, Kerala, in collaboration with Ashoka Trust for Research in Ecology and the Environment. Through capacity building of the local self-government body and community members, we worked on making the village energy-efficient, and plastic-free. A social innovation lab trained women from fishing communities in cloth upcycling and support young innovators in creating eco-friendly products from waste and weeds. Efforts were also made to promote the use of cloth pads and menstrual cups.

India's Green **Movement Lies** In Its Youth

With their potential, and unwavering energy, the youth of India can effectively tackle the climate crisis. By providing opportunities for the youth to work on sustainability initiatives, we can tap into their capabilities and drive positive change across the country.

To create a green future, property buyers and builders need to prioritize harmony with nature. By embracing sustainable practices and restoring ecosystems, we can develop real estate that coexists with the environment. This includes preserving green spaces, utilizing renewable energy, and promoting biodiversity.

TRANSLATE POLICIES INTO SYSTEMIC GRASS ROOT CHANGES

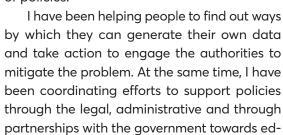
Sumaira Abdulali, Founder, Awaaz **Foundation NGO has** pioneered movements against noise pollution and illegal sand mining in India through advocacy and legal interventions.

y work on sustainability stresses policy and its implementation. Some of the initiatives I have worked on include sand mining, noise pollution and air pollution. Alternatives to sand mining were ordered by the Bombay High Court in 2010 in response to public interest litigation which I filed through my NGO Awaaz Foundation, working along with Dr. Shyam Asolekar, a professor of IIT who presented the alternatives to the Bombay High Court including recycling of waste materials.

The other subjects which I have concentrated on is control of noise, a lesser known environmental and public health hazard. I

> have also done some work against air-pollution, to find ways where data generated through the citizen science programmes can be used to create awareness and for better enforcement of policies.

> by which they can generate their own data and take action to engage the authorities to mitigate the problem. At the same time, I have been coordinating efforts to support policies through the legal, administrative and through partnerships with the government towards education and awareness.



Good Policies Need Good Implementation

We have come to the point that everyone talks about the environment which is a huge change and a good change, but we have not yet come to the point where we can see implementation of policies which translate to systemic grassroot changes.

We often have very good policies, but when it comes to action on the ground there is a long road ahead of us. The good thing is young people are becoming more and more environmentally conscious and they are the ones who are going to lead the actual action on the ground, which is lagging under our current leadership.





TOGETHER, FOR BUILDING A GREENER FUTURE

CATEGORIES

HARIT BHARAT BUILDINGS	HARIT BHARAT CONSTRUCTION MATERIALS	HARIT BHARAT INTERIOR PRODUCTS	HARIT BHARAT TRANSPORTATION	HARIT BHARAT HOSPITALITY
HARIT BHARAT WASTE MANAGEMENT	HARIT BHARAT BUILDING TECHNOLOGIES	HARIT BHARAT AWARENESS	HARIT BHARAT DESIGNS	HARIT BHARAT ESG EXCELLENCE
HARIT BHARAT COMMUNITY INITIATIVE AWARD	HARIT BHARAT ACHEIVER IN WASTE MANAGEMENT	HARIT BHARAT ACHIEVER INTECHNOLOGY	HARIT BHARAT WOMEN IN SUSTAINABILITY	HARIT BHARAT BUSINESS LEADER AWARD
HARIT BHARAT LIFETIME ACHIEVEMENT AWARD	HARIT BHARAT YOUNG LEADER AWARD	HARIT BHARAT RISING STAR AWARD	HARIT BHARAT CHAMPIONS AWARD -(TEAM)	HARIT BHARAT ESG LEADER

NOMINATE NOW

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INFRASTRUCTURE A FULCRUM OF CHANGE IN REAL-ESTATE **FORTUNES**



As urbanization advances the property buying decisions in the Indian real estate market are highly influenced by the infrastructure developments of a location. Realty+ weighs various aspects of the fast-paced infrastructure developments and their impact on the investments and buving choices of real estate projects.

By: Remona Divekar

s we move towards 'India @100', the significance of infrastructure and real estate in this journey can't be understated. A strong infrastructure serves as a backbone for nation building and it's not just mode of transportation but also development of India's real estate sector that is interlinked.

While it is well established that investment in infrastructure has a multiplier effect on growth and employment, a focus on real estate is required to meet the rising demand for office space and residential housing. There are several mega infrastructure projects shaping India which are not only fuelling economic growth but also indirectly driving the real estate demand in the country.

When there is a boom in infrastructural development, the real estate sector automatically gets a boost with connectivity playing a vital role. The infrastructural amenities give a strong ground to the real estate sector to invest in housing and shopping complexes. Real estate buyers no longer hesitate from buying houses and apartments even in remote cities because

travel has become easy. Any region fraught with iconic residential and commercial projects made by well-known developer can't witness lucrative prospects if not supported by sound infrastructure and connectivity facilities.

NEW AIRPORTS A BOOSTER SHOT

Airports have always played a pivotal role in changing the fortunes of a place. Not only do they shape the real estate prosperity of the region and promote commercial and industrial development but also shape the economic and social growth. The examples across India include the proposed airport at Navi Mumbai and Jewar airport at Greater Noida that have already led to an increase in real estate prices in and around the developments.

The upcoming Greenfield airport at Bhiwadi, which will be the second airport in the National Capital Region (NCR), Rajiv Gandhi International Airport Expansion, Hyderabad, Multi-Modal International Passenger And Cargo Hub Airport, Nagpur, Maharashtra, Mandi Greenfield International Airport, Himachal Pradesh, International Greenfield Airport, Chennai are all set to improve connectivity to Tier II and Tier III cities, and in turn increase demand and the cost of real estate in the areas around the new airports.

METROS AND PROPERTY VALUES

Mobility and accessibility are two major factors that influence daily life. The faster the mode of transportation, the better. Nobody wants to spend hours on the road just to get to work or home. The advantages of good transportation mean organised and convenient way to commute for work where metros have proved to be useful. It has helped to reduce travel time, lower vehicle cost, increased transit options, improved connectivity and better quality of life.

The metro has made commuting easier and faster, increasing the attractiveness of these places for inhabitants and investors alike. The metro has had a substantial impact on residential property values. Residential property prices throughout the metro corridor have risen by up to 30% in the last three years.

Metro stations act as catalysts for urban growth and development, leading to the emergence of new commercial, residential, and mixed-use projects in the surrounding areas. Metro connectivity opens up



previously inaccessible or underdeveloped areas for real estate development, creating new opportunities for investors, developers, and homebuyers.

Transit Oriented development considered to be a practical and realistic model is equipped to tackle multiple issues such as inhuman commutes, fuel wastage in traffic jams, pollution, and overall enhanced quality of life for citizens.

The Indian government has proactively explored TOD with its draft National Transit Oriented Development (TOD) Policy. Already, many initiatives to enable TOD are underway, including metro rail deployment, ring roads but no matter whatever the format mass transport facilities are the backbone of transit-oriented development. It is up to individual states and Union Territories to adopt and implement it at the local level.





PROGRESS IN THE REAL ESTATE SECTOR INFRASTRUCTURE CONNECTIVITY PLAYS A SUBSTANTIAL ROLE

As for metro corridors are considered they directly impact the real estate sector as they increase the land value, land-use change and popu-

lation density alongside the corridor.

Cities show a uniformly positive change after the implementation of metros along their metro corridors. Delhi NCR is a good example, where the metro connects the peripheral urban centres of Gurgaon, Noida, Ghaziabad, Dwarka etc. The metro corridor was planned to interconnect these existing peripheral urban centres, following their growth pattern. In Delhi, for instance, residential property in South Delhi area appreciated by 15-20 percent in the last five to six years.

Chennai's real estate market has seen an aggressive

push due to its metro lines. When the Chennai Metro Phase I started operations, areas closer to the metro line witnessed a 15 to 35 per cent increase in land prices.

Hyderabad Metro Rail directly impacted the real estate cost in the city. The metro connected the city's major business districts, making travel more accessible and convenient for people. Properties located within a radius of 1-2 km from the metro stations have witnessed an increase in prices, ranging from 10% to 25%.

In the micro markets of the city Corridor-I—from Miyapur to LB Nagar —saw price growth of 15-20 percent. HITEC City/Raidurg on Corridor-III micro-market saw the highest CAGR growth of 20-25 percent between 2019-2021 followed by Miyapur in Corridor-I and Nagole in Corridor-II with 2 percent growth in commercial land rates. Areas like Raidurg and Gachibowli, which were previously considered remote, have now become prime residential and commercial destinations.

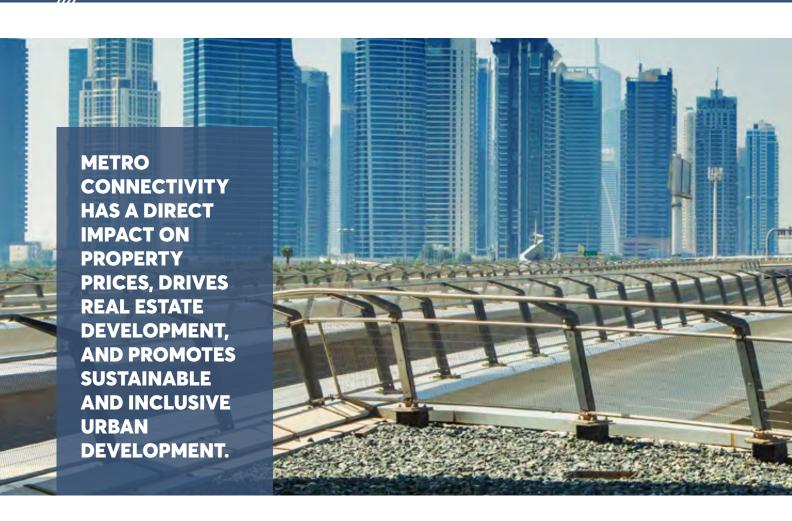
The metro rail's connectivity has not only made it easier for people to travel but has also made these areas more attractive to investors and developers, leading

> to an increase in real estate development in these areas.

In Bengaluru some of the emerging areas influenced by metros are Bannerghatta Road, Kanakapura Road, Whitefield, Hosur Road, Tumkur Road, ORR and Bellary Road under phase II (including Phase IIA and Phase IIB) and are expected to witness an increase in price by 8-10 percent compared to other areas in the city.

Property rates along the Kochi metro on the Aluva-Thrupunithura stretch (25-km) shot up by 20-30%, where realtors received numerous inquiries (from residents and non-residents) for buying land along the metro corridor. Prime areas like Edapally, Vytilla, Aluva, Palarivattom, Panampilly Nagar, Kakkanad and Companypady witnessed a rise in the number of upcoming residential/commercial projects.

Mumbai Metro project is the biggest game changer for the island city. Besides solving the traffic congestion issues, the metro plays a huge role in reducing



pressure on the suburban rail network and provide a fillip to the realty fortunes. Transportation infrastructure economics have proven to have positive impact impact on real estate values residential and commercial properties.

The Jogeshwari-Vikhroli link road (JVLR), the Santacruz Chembur Link Road (SCLR) and the Wadala-Chembur- Monorail-the VAG corridor has given a big boost to already boyant real estate developments. JVLR is vital in providing east-west connectivity also this belt has an established social infrastructure and other lifestyle avenues. Also, Monorail has pumped the property prices in Chembur and Wadala by more than 100 percent in short span of time of 4-5 years. These transportation initiatives had the tonic effect on the realty micro markets.

The upcoming Metro Line-3 also known as the Mumbai Metro Aqua Line or the Colaba-Bandra-SEEPZ Line will lead to a reduction in vehicular trips by 6.65 lakh/day and reduced fuel consumption of 3.54 lakh litre/day. The corridor will reduce 2.61 lakh tonnes of CO₂ emissions per annum.

Pune's real estate market is widening its spheres and engaging in new and innovative possibilities. Hinjewadi, the hub for employment, is located near Pimpri Chinchwad, and with the developments in Maha Metro, there is a rise in demand for 2 BHK and 3 BHK flats in Pimpri Chinchwad. The goal of Maha Metro is to create an energy-efficient metro rail system by utilizing green energy. The Pune Metro aims to reduce traffic congestion, pollution, and road accidents, as well as travel time and costs.

Concluding to this fact that metros and monorails make a significant contribution to easing traffic congestion. Real estate projects planned in the surrounding areas see an increase in value, as consumers are willing to pay more for the convenience.

The metro route has a significant impact on property prices throughout the city. The Maha Metro's impact on the Pune real estate industry is clear, as land values



have skyrocketed. The density of commercial establishments and city consumers surrounding the metro route will gradually increase the value of flats in Pune. In conclusion, where there's a metro, there's realty.

CHALLENGES AND CORRECTIVE MEASURES

Infrastructure and real estate go hand in hand as these sectors are the major contributors to the overall economy. However, projects in these sectors are risky, capital intensive and are long gestation in nature, and so their implementation and execution need to be managed with high caution.

The increased FSI reflects in the increased prices for land along the Metro corridor and leads to an increase in population density near a metro station. Reduction in premium FSI charges along the metro corridor will further encourage many existing or proposed developments to avail these benefits and thereby enhancing the growth of the city along the corridors and offering a better quality of living due to the emerging developments.

Some other challenges are political instability, institutional incapacity, lack of private participation, absence of proper assessment of projects for technical and financial viability, absence of finance, social apathy for infrastructure demand, no clearances, long tendering process, focus to preserve the environment lost in the race to develop world-class infrastructure, private sector, no rational competition, cartelization by players and cost over-runs.

To expedite infrastructure development along with maintaining the ecological and political balance, the government must give high focus on addressing the challenges. If negligence towards such factors is continues, the sector which is expected to fuel the overall economic growth of the country and generate employment opportunities will lose its shine which will thereby hamper the economic growth of the country.

TALK OF THE TOWN REDEVELOPMENT **PROJECTS OF MUMBAI**

The 17th Century Mumbai was a combination of seven islands -Isle of Bombay, Parel, Mazagoan, Mahim, Colaba, Worli and Old Women's Island in the Arabian Sea. It was the Britishers who merged them through connecting causeways and land reclamations. In recent times, the city is once again experiencing a massive transformation with a slew of redevelopment projects.

umbai continues to thrive and is getting to be known for its redevelopment projects that are currently underway in renowned sections of its landscape. Dharavi, Bhendi Bazaar and Kamathipura are prime areas of the city and the most congested areas in Mumbai with extremely poor infrastructure facilities and sanitation. They are being reconstructed and retouched to give a much-needed facelift.

DHARAVI

Dharavi is the world's largest slum area and is also one of the most crowded spaces in Mumbai, which required redevelopment and better planning. In 2003-2004, the Government of Maharashtra decided to redevelop this area into an integrated planned township. An action plan for implementa-



Dharavi Redevelopment

tion of Dharavi Redevelopment was approved by the authorities. This project will use land as a resource to cross-subsidize the cost of development through the sale component based on the slum rehabilitation scheme. Adani firm has been awarded the Dharavi redevelopment project with an initial investment of INR 5,069 Crore. The entire project, including the sale portion, is anticipated to be completed in 17 years and will create additional housing stock in Mumbai.

KAMATHIPURA

Kamathipura, located in South Mumbai, is known as one of the largest and oldest red-light districts in Asia. Redevelopment projects aimed at transforming Kamathipura into a better and brighter area have been discussed and initiated. MHADA, the state's housing development body has been appointed as the nodal agency and special planning authority for the project. The project will be based on the lines of the BDD chawls redevelopment and will be held under Development Control Rule 33(9), which governs reconstruction or redevelopment of cessed buildings or urban renewal schemes in the island city. The vision behind the redevelopment effort is to improve the quality of life for the residents, provide better infrastructure, and address the social issues associated with the district.

BHENDI BAZAAR

Bhendi Bazaar has buildings dating back to the colonial era which are in a state of disrepair. Besides the dilapidated buildings,



Kamathipura

the residents of Bhendi Bazaar also experience poor infrastructure issues. The redevelopment project is undertaken by the Saifee Burhani Upliftment Trust (SBUT). The project aims to redevelop the area into a modern and vibrant neighborhood while preserving its rich cultural identity and providing overall uplift. The ongoing rehabilitation project is razing off over 250 dilapidated buildings and constructing around 11 new high-rise towers to provide dignified living space to over 3200

Smart redevelopment of prime areas are all set to transform the skyline of Mumbai, revitalizing neighbourhoods and the improved infrastructure will invite fresh businesses and investments.

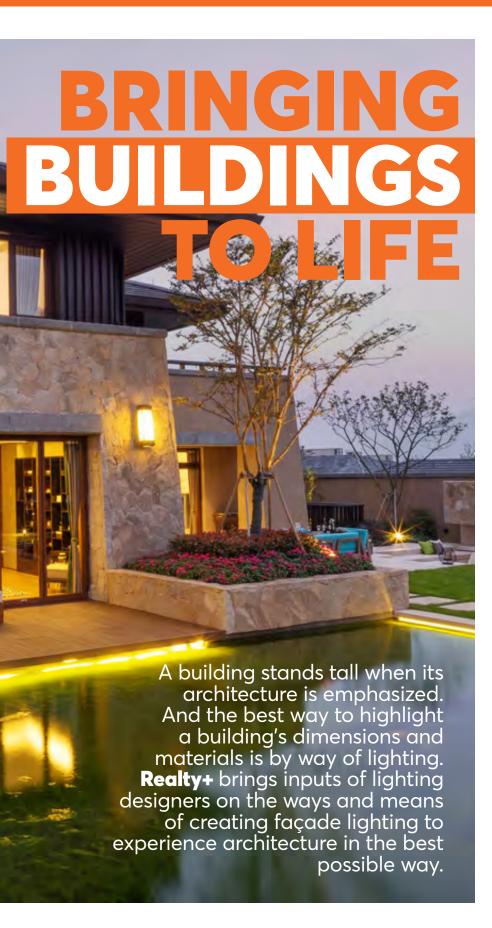
households and 1250 shops. The first phase of the redevelopment project comprising two high-rise buildings Al Sa'adah Towers was completed in 2020. The ongoing buildings are Al-Ezz and An-Nasr.

As Mumbai continues to grow and evolve, it is crucial to strike a balance between redevelopment and preservation to ensure that the city remains vibrant, better planned, and sustainable for existing and new generations.



DRAWING BOARD





city is known by its buildings, its skyline and its cityscape. Another important aspect that adds to its charm is the nightlife. And for this, the illumination of buildings plays a critical part in defining the night identity of the city and its experience. Building's exterior lighting while serving its functional purpose of safety & security offers interesting imagery, raising the profile of the area.

In current times, apart from the aesthetic design sensibility, lighting solutions also need to be economically and environmentally sustainable. The designers keeping all these factors in mind are increasingly using energy efficient lighting fixtures and intelligent lighting controls and systems.

From uniform façade illumination to dynamic exterior lighting, the lighting designers share their perspective on how to accentuate the form, materials and interesting features of a building while taking care to prevent unnecessary light pollution.

Shubhada Gole, Founder, Principal Designer, Gaush Lighting Designers, Mumbai shared, "The main purpose of facade lighting is to accentuate the architectural features of the building structure. It can also provide an artistic/culture based look and feel to the structure so overall it looks magnificent. Facade lighting can also enhance the skyline beautifully."

Dimple Nagda, Lighting Designer, Brainwave Designs, Mumbai elaborated, "Blending in with its urban context or standing out to draw attention, a façade tells a building's story. Facades exert influence on achieving superior aesthetics, symbolic and cultural meanings, representing concepts such as elegance, modernity, and technological advancement, and this is where facade lighting comes into play. Illuminating facades with lights can transform a lifeless building into a real eye-catcher as it highlights the architecture and puts emphasis on key building features. The uniform illumination of facades serves to emphasize landmarks and gives them a calm presence in the urban space. The purpose of facade lighting can be both aesthetic and practical. From an aesthetic perspective, facade lighting can enhance the visual appeal of a building or structure by highlighting its architectural features and creating an attractive night-time appearance and give visitors a reason for coming back. From a practical per-

spective, Facade lighting can improve the safety and security of a building by providing adequate illumination around its perimeter. It can also help to guide people towards entrances and exits, making it easier to navigate in low-light conditions."

Abhiram R, Lighting Design Consultant, Apta Lighting Design Studio from Dehradun said, "The purpose of facade lighting is to enhance the visual appeal and aesthetics of a building's exterior. It involves strategically illuminating the facade or outer surface of a structure

to highlight its architectural features, create a visually striking presence, and enhance its overall appearance, especially during night-time. Facade lighting can also be used to convey a specific mood or message, improve the building's visibility, and contribute to the surrounding environment's ambiance. Facade lighting can contribute to reducing light pollution when implemented with proper design and techniques. By using well-directed and controlled lighting fixtures, it helps to minimize unnecessary light spill and glare that can disturb the surrounding environment or impact the night sky."

Dakshi Singh, Lighting Designer, Lightbook Lighting **Design** from New Delhi added, "Facade lighting serves multiple purposes in lighting design. Its primary objective is to enhance the aesthetic appeal and architectural fea-



The main purpose of facade lighting is to accentuate the architectural features of the building structure.

SHUBHADA GOLE

tures of a building's exterior, creating a visually striking and inviting facade. It also plays a crucial role in improving safety and security by illuminating entrances, pathways, and potential hazards. Furthermore, facade lighting allows for effective communication of

a building's identity, brand, or message, enabling storytelling and creating memorable experiences. Overall, it is a powerful tool that combines artistic expression with functional illumination to transform buildings into visually captivating landmarks."

Apoorva Goswami, Lighting Designer, Lighting Ergonomics from Pune concurred, "Façade is the first impression of a building and "First impression is irretrievable". Façade lighting is one of the domains of lighting design industry and it plays a critical role in highlighting the architectural forms and structure of the building envelop. A well-meaning Lighting emphasis on building's façade can positively influence the contextual dimension of the building in its urban setting. Lighting has the magical powers to distinguish one building type from the other. For example, a Commercial Mall would need a magnetic quality to attract its customers, whereas a Hospital building would need different qualities to convey its message to outside world, all with the help of well thought out Lighting treatment."

DESIGNING ARCHITECTURAL LIGHTING

The best way to approach facade lighting depends on the specific design objectives, architectural characteristics, and desired visual effects. Some effective techniques for achieving stunning facade lighting are - accentuate architectural features, uniform illumination, dynamic lighting, layering techniques, silhouetting and backlighting, interactive lighting, thoughtful light placement, control and automation along with energy efficiency, sustainability and longevity.

Abhiram R explained, "Designing and implement-

ing architectural/facade lighting can pose several challenges and problems. Some of the common issues include:

Technical Complexity: Architectural lighting design requires a deep understanding of lighting fixtures, control systems, electrical wiring, and photometric calculations.

Energy Efficiency: Achieving a balance between visual impact and energy efficiency is a challenge. Designers need to consider energy-saving measures, such as using LED fixtures, optimizing lighting levels, and employing

smart control systems to minimize energy consumption.

Light Pollution and Glare: Improperly designed or misaligned lighting fixtures can lead to light pollution and glare issues.

Maintenance and Accessibility: Architectural lighting installations often require regular maintenance and access for repairs or bulb replacements.

Coordination with Other Systems: Architectural lighting systems often need to integrate with other building systems, such as automation, security, or audio-visual systems.

Environmental Factors: Outdoor architectural lighting is exposed to various environmental conditions such as rain, wind, temperature variations, and UV radiation.

Lighting fixtures need to be durable and weather-re-



Blending in with its urban context or standing out to draw attention, a façade tells a building's story

DIMPLE NAGDA

sistant to withstand these factors and maintain their performance over time. Addressing these challenges requires a collaborative approach involving architects, lighting designers, electrical engineers, and other relevant stakeholders."

According to **Apoorva Goswami**, "The biggest problem is the speed at which the client makes the decision. Façade Lighting related decisions (concepts, drawings, details and selection of luminaires) need to happen early on in the project. Many façade lighting features never get built because it is too late for any conduiting and installing luminaires on finished architectural surfaces. The second big issue is the challenges in developing details that are workable and practical. Lighting Designers need to be creative, confident, and proactive in coordinating lighting details that are integral to the building envelope."

Dakshi Singh expressed, "Designing and implementing architectural facade lighting can present several challenges. One common issue is achieving the desired

aesthetic while ensuring energy efficiency and sustainability. Balancing the lighting design with the building's architecture can be complex, requiring careful consideration of angles, fixture placement, and light distribution. Additionally, choosing the right lighting technology and controlling glare and light pollution can be challenging. As per my experience, practical concerns, such as wiring, access for maintenance, and weather resistance, must also be addressed. Lastly, coordinating with architects, electrical engineers, and other stakeholders throughout the design and implementation process is crucial to

As per **Dimple Nagda**, creating the perfect facade lighting design requires considering several factors. "It is essential to infuse the best practices to save resources and get the best lighting effects on projects during night time. Designing and implementing a high-quality

architectural/facade lighting system can be expensive, and the cost must be weighed against the benefits of the system. Budget constraints can limit the choice of lighting technology and the scope of the lighting design. Inadequate design or excessive brightness can contribute to light pollution, which negatively affects the environment and disturbs ecosystems. If facade lighting is too bright or not properly shielded, it can create glare that can be uncomfortable and potentially dan-

ensure a successful outcome."

gerous for drivers and pedestrians. Implementing facade lighting can involve technical challenges related to the installation, control, and maintenance of the lighting fixtures. While all light sources and fixtures should be resistant to changing climatic conditions, they should be accessible for maintenance and repair. Improper installation angles or the inappropriate position of light sources, over-illuminated facades, and reflected light from the facade are just some examples."

Shubhada Gole said that though the facade lighting can be designed with the help of Photoshop renders, Google sketchup, 3D views etc., but the primary problem is the accurate selection and installation of lighting fixtures. Since the facade is an outdoor area, selection of right fixtures for the intended applications, choosing the correct IP Rated fixtures, then pulling the electrical



The purpose of facade lighting is to enhance the visual appeal of a building's exterior.

ABHIRAM R

circuits as per automation/non-automation, making arrangements for placements of remote drivers, and precise installation of fixtures - these are very crucial points to be considered. If any of these points are missed out

during designing the facade lighting layouts & documents, then it can create teething problems during execution as well as in the long term."

ENHANCING THE EXTERIORS

Modern facades require a lighting solution as per the varied styles and elements that are the highlights in any building. Facade lighting includes using multiple light sources, considering the building's architecture, using color, choosing energy-efficient lighting technology, controlling the light output, and considering maintenance.

Abhiram R stated, "There is a wide range of light fixtures available for facade lighting, and the choice depends on the specific design objectives, architectural characteristics, and budget considerations. Some typical light fixtures commonly used in facade lighting are Wall Washers, Floodlights, Linear Fixtures, Spotlights, In-Ground Uplights, Step Lights, Bollard Lights, RGB Color-Changing Fixtures, Fiber Optic Lighting as well as Integrated Lighting Systems."

Dimple Nagda added, "The lighting should be designed to create a sense of depth and dimension, highlighting the different layers and textures of the facade. This can be achieved by using techniques such as uplighting, downlighting, and grazing. Some typical light fixtures used are:

Floodlights: These fixtures emit a wide beam of light, illuminating large sections of the facade uniformly. Wall washers are commonly used to provide even lighting on smooth surfaces or to create a soft glow.

Linear lights: Linear LED fixtures are commonly used for grazing or accent lighting, as they can

be mounted along edges, lines, or recessed into architectural details, defining its shape and providing a visually appealing frame.

Grazers: Fixtures placed close to the facade and directed upward can produce a grazing effect, accentuating the textures and three-dimensional aspects of the surface. This technique is especially effective with textured or patterned facades.

Up lights: Uplights give the facade a rhythmic structure, installed on the ground or recessed, these fixtures illuminate the facade from below, empha-

sizing vertical elements and architectural details such as columns, trees, or other vertical elements.

Projection lighting: Projectors can be used to display images, patterns, or logos onto the facade. This technique is often employed for branding or special event purposes.

Color-changing RGB or RGBW fixtures with controllable color and intensity allows for dynamic lighting effects and the creation of captivating displays. By programming different color schemes, transitions, or patterns, the building's facade can be transformed and adapted for various occasions or events."

Shubhada Gole agreed on the above ways of facade lighting and with on-going technology advancements



Facade lighting serves multiple purposes in lighting design. Its primary objective is to enhance the aesthetics.

DAKSHI SINGH

and added that we are going to see many new ways of facade lighting in the future. "Linear wall grazers, Linear LED Profiles, projector spotlights and wall-washers, up & downlighters, marquee lights are some of the commonly used fixtures for architectural facade lighting. There are some projects where

Projection Mapping is used where the whole building facade is lit up with programmable projector fixtures. Projection Mapping can also be done using LED Screens, LED Curtains on the facade structure. Finally it all depends on the theme or goal for facade lighting which is set by the client, architect and lighting designer on each project."

Dakshi Singh was of the view that to achieve effective facade lighting, several approaches can be employed. "As per my experience in the field the following ways are considered to be the most effective ones. One method is using uplighting to illuminate the architectural elements from below, creating a dramatic effect. Another approach is downlighting, where fix-



first impression of a building and "First impression is irretrievable" tures are mounted above the facade **APOORVA**

to cast light downward, emphasizing textures and details. Wall grazing is also common, involving fixtures placed near the surface to highlight the building's texture. Typically, facade lighting employs a range of fixtures such as floodlights, spotlights, linear LED strips, floor washers, and wall-mounted fixtures. LED technology is popular due to its energy efficiency and flexibility. RGB fixtures are often used to create dynamic color-changing effects, while warm white lights provide a timeless and elegant ambiance."

Apoorva Goswami added, "Lighting for the facade can be achieved through subtle accenting of architectural form and features, of building envelop during the night-time. Light sources will be integrated with the fabric of the building envelope, with the intention to light up the surfaces while concealing them from normal viewing. It enhances the night-time experience of the occupants, ensure safety and security while minimizing light pollution, trespass and energy consumption. Contemporary approach in façade lighting involves integrating a light source with the architectural features that typically gets repeated in a rhythmic pattern. To create this kind of experience, maintenance of the lighting fixture is required so that they can provide its best illumination and does not get effected by any foreign particles. Outdoor weatherproof light fixtures are used for façade lighting as the light source are placed at open spaces."

NOTEWORTHY PROJECTS

Abhiram R shared, "We have successfully implement-

ed facade lighting for the Paroppadi residence, exemplifying sustainable practices and incorporating design elements that reduce light pollution. In this project, we carefully selected fixtures made from environmentally friendly materials, ensuring a reduced carbon footprint.

The fixtures were designed to minimize light spillage and focused the light precisely on the intended areas, avoiding unnecessary upward or out-

GOSWAMI

"Façade is the





ward lighting. By utilizing innovative techniques and precise beam control, we were able to create a captivating play of light and shadow, enhancing the architectural features of the building. The light source itself remains concealed, ensuring a seamless visual experience for viewers while allowing the captivating interplay between light and shadow to take centre stage."

Dakshi Singh gave an example, "In the residence with art deco architectural elements we have utilised the highlights of this building facade and designed the lighting by bifurcating the building elements into various layers simultaneously respecting the architect's concepts by projecting the feature elements.

The idea is to achieve the rendered effects by the variety of architectural lighting products available in the market nowadays. We had the opportunity to create an elegant ambience with aesthetically appealing light fixtures by deploying the linear grazers, column uplighters, wall mounted decorative luminaires and general downlighting and creating a dramatic experience while using the intricate cornice details available with us."

Apoorva Goswami shared an instance of working on an institutional project in Mumbai. "The front elevation of the building was dominated with vibrant coloured fins. We have provided with different scenarios; daily based, after school activities and special occasions.

Daily based scenario, will have a subtle glow that wash the façade uniformly, this element will provide a unified expression throughout the evening and later

through the course of the night with dimmed intensity. After school activity scenario, will have spotlight element installed at the foot of the specific fins that will graze it in a more pronounced manner and appear as distinctive feature. Special occasion's scenario, an additional layer of spotlight downlight is added in the top frame to expand and enhance the presence of fins. Spots are positioned in an alternate

pattern to produce visual interest and help economize the overall solution. With a control system, certain light fixtures could be programmed ON or OFF or even softly animated to reveal festive themes."

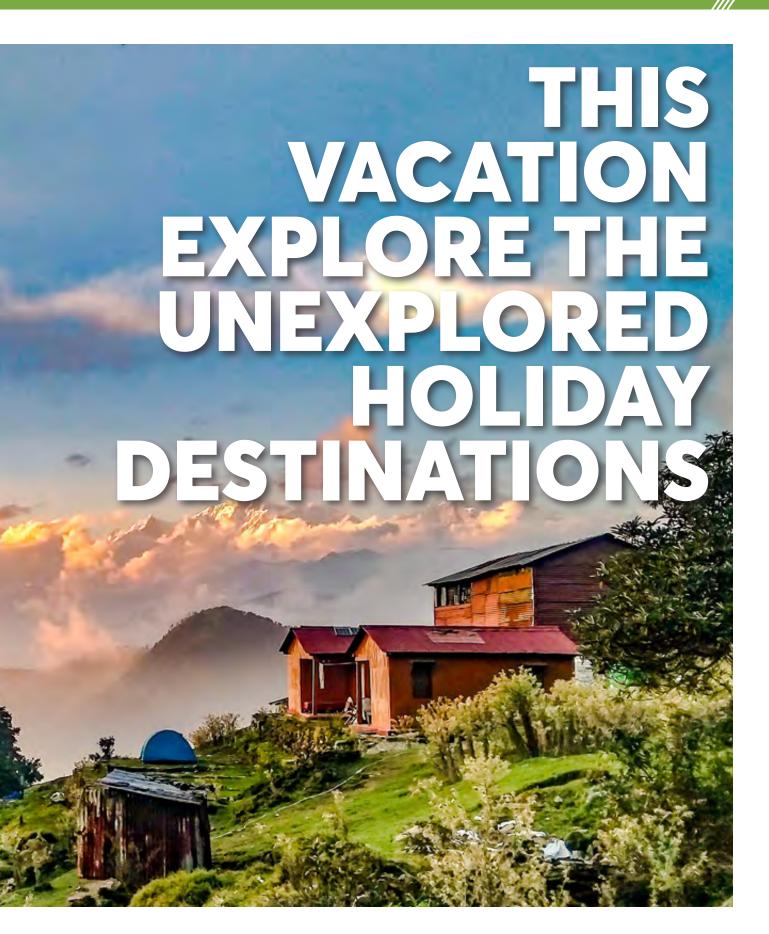


Realty+ looks at how travel trends have changed progressively in a postpandemic world and holidaymaker's inclination towards exploring not so frequented green destinations in the lap of nature over traditional tourist hubs.

By: Remona Divekar

ndia's tourism sector is a significant economic multiplier and over the years it has become increasingly important as the country strives for rapid economic growth and employment creation. It has emerged as one of the strongest pillars of the Indian economy. In the recent past the tourism industry in India along with other sectors had to face the brunt of Covid 19. Corona Virus hit the travel and tourism industry in the worst possible way.

The past two years had a substantial impact where many of the tourism properties were vacant due to travel restrictions. It presenting an unprecedented challenge to the hospitality sector. But now it has bounced back from the adversities of the pandemic with greater resilience, zest and zeal like never before. The dark clouds hovering around the tourism industry have eventually receded. Many destinations in India have opened up in full swing and travel is beginning to boom again.





Being locked up at home for over two years had made people yearning to go out of the house and stay amidst the laps of nature. While the signs indicate that the Indian tourism industry is heading towards a strong post-pandemic recovery, shifts in consumer behaviours and preferences have led to emerging sectors within tourism such as nature-tourism that will soon outperform traditional forms of travel. In order to act on this new grown fondness for eco-travelling, people have begun exploring destinations close to nature.

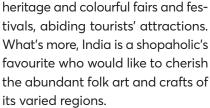
While sustainable and experiential tourism had been gradually gaining popularity among domestic travellers, the pandemic has emerged as the catalyst for the growth of eco-tourism. Government too has taken a note of it and has recognised the importance of sustainable tourism to protect the environment and promote sustainable travel practices. India has taken conservation efforts where it has seen the growing trend of eco-lodges, eco-resorts and homestays promoting awareness about conservation and bio-diversity.

Spoilt For Choice

India is known to be a melting pot of different traditions and customs. From celebrating grand festivals to hiking, from palace on wheels train journeys to enjoying majestic palaces and traditional dances; there is no dearth of excuses to visit India's hidden gems of holiday spots.

India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, history, its geographical diversity, the medicinal diversity, varied life styles, cultural

India's unique spectrum of tourism offerings with many natural beauty spots allows the country to appeal to the modern-day tourist from India and abroad. In fact. post pandemic, domestic tourism has played a key role in the recovery of travel and hospitality industry. And nature inspired destinations have been the top picks.



Not to mention, India is a place for incredible wildlife and natural beauty full of flora and fauna that are exotic and supreme in nature. From protected forest zones to wildlife sanctuaries and national parks, there is everything you will find within India. India is home to some of the earliest civilizations on the earth. You may travel to any place in India and you can find thrill and various types of adventure here.



UNCHARTED NATURE **GETAWAYS OF INDIA**

From remote islands and mountains to unfamiliar deserts and jungles, Realty+ brings to its readers the untapped destinations to discover the unspoiled nature treasure troves this holiday season.

here are quite a few vacation spots in India beyond the usual Taj Mahal or Royal Palaces or Goa beaches, whose natural beauty is still intact, undisturbed by the flux of tourists. And what better way to detox your mind and spirit, then to spend time in tranquil nature.

There is no more rewarding feeling than being among the first few to reach and explore a destination that others haven't yet had the pleasure of experiencing. Here we take an India tour to the lesser-known destinations across the four zones, worth the visit.

The pandemic has seen an emergence of new types of tourism like wellness tourism, culinary tourism and ecotourism to name a few.

Chopta

Uttarakhand

A Mini Switzerland

What you can explore here is the Kedarnath wildlife sanctuary located in Uttarakhand state. Chopta is also a base for trekking to Tungnath, the third temple of Panch Kedar which lies 3.5 kilometres away.

Chopta is also the epicentre of the Panch Kedar – the five most sacred Shiva temples in the state which are Kedarnath and Madmaheshwar shrines, Rudranath and Kalpeshwar, and the Tungnath temple. The other place you can explore here is Hopta is an all-year holiday destination.

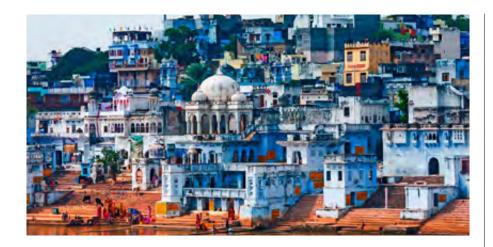
Chopta has been declared as an important bird-watching site by national and international conservation and biodiversity organisations. It is a birding paradise with over 240 species of bird including native



and migratory species like Himalayan monal, Himalayan swiftlet, Himalayan griffon, scarlet finch, hill partridge, and so on.

Nearby places like Dugalbitta, Mandal village, Makkumath and the Tungnath trek route are the best sites for watching our feathered friends. Ideal time to visit Chopta is from November to May.

A small region of meadows and evergreen forests in the **Garhwal Himalayas popularly** known as mini-Switzerland is an all-year holiday destination with pleasant in summers, rain-fresh in monsoon and a snow-clad fairyland in winter.



Qila Raipur

Ludhiana

Hosts Rural Olympics

The Qila Raipur Sports Festival started in 1933 in Punjab by a philanthropist named Inder Singh Grewal who thought about bringing farmers from the surrounding areas for an annual meet to test their corporal endurance. It was this step that gave him the idea for such an event and that's how the Kila Raipur Sports Festival was born. And now, this sports festival has become an international event after so many years.

Held in February every year, many people come to see this event for various reasons, and one such reason is to witness the special breeds of bullocks, camels, dogs, and many other animals. Competitions are held for major Punjabi rural sports, include cart-race, athletic events and rope pulling and tug of war, and are held during this event.

Kabaddi remains one of the major attractions for sports lovers and owing to its popularity, this sport has also made its place in Asian Games. Kite Flying is another interesting part of the Kila Raipur Festival. Sikh Martial Arts Sikh mock fighting and is one way to keep the old heritage alive in these modern times.

Tirthan Valley

Himachal Pradesh

View Snow-Capped Himalayas

Tirthan Valley, a hidden gem in Himachal Pradesh is not commercialised and locals are happy keeping it sustainable. Tirthan River is the only river in Himachal Pradesh whose flow remains unobstructed by any dam and is the only river in India which breeds rainbow trouts.

The exotic valley has some exotic bird species such as paradise flycatcher, red capped white start, Himalayan Griffon, verditer flycatcher, hundreds of red billed blue Magpies and Himalayan bulbuls, black bulbuls, drongo, tits, etc.

In the Tirthan Valley Jalori pass is famous for magnificent views of the snow-capped Himalayas. Once you are at Jalori pass, you can take a small easy hike to Serolsar Lake. The



lake is of religious value to the locals. The lake remains frozen in winters. River crossing in the Tirthan Valley is an adventure sport for people who are looking for some adrenaline rush in the quiet valley. Serloskar Lake, has clear water which remains so despite of several leaves falling in to it.

The Great Himalayan National Park is a major attraction and home to Deodar and Oak trees which permits for the core zone of the park.

In the Tirthan Valley, Jalori pass is famous for magnificent views of the snow-capped Himalayas and Serolsar Lake that is of religious value to the locals

The park has trekking options and rock climbing is another adventure sport that is undertaken by a lot of travellers while visiting the valley



Damro **Arunachal Pradesh Bamboo Bridge Adventure**

Despite having a small population of just under 500 living in 78 houses, it stands out for being the base for the longest bridge in Arunachal Pradesh. It is made of ropes and bamboos and Known as the original village of the Adi Padam Tribe, Damro has ropes and bamboo 1,000 ft long suspension bridge and domesticated form of the Indian Bison, Gaur.

has the longest hanging bridge over the river Yamne.

This 1,000 ft long suspension bridge is used by the tribals to reach the other end of the bridge for their daily activities. You can take a hike up to the Damro bridge or trek down the famous routes at Pasighat and Yingkiong.

Known as the original village of the Adi Padam Tribe a lot of travellers are keen to experience their age-old customs, and watch 'Mithun', a domesticated form of the Indian Bison, Gaur. Apart from observing the locals go about their daily harvesting activities, you can also try a hand at fishing with the locals. The months of October-April are the best time to visit Damro, however one can visit it anytime during the year as well

Mawlynnong

Meghalaya

Asia's Cleanest Village

Mawlynnong is a village in the East Khasi Hills district of the Meghalaya state in North East India. Mawlynnong is mainly inhabited by Khasi tribe, the famous tribe which has left behind the patriarchal rule of the society.

One of the most famous icons of Meghalaya is found here - the Nohwet Living Root Bridge created by weaving the roots of the Ficus Elastica tree around a framework and continuing this process for generations. These living root bridges are a staple of Khasi traditional architecture.

The Living Root Bridges in Mawlynnong have been declared a UNESCO World Heritage Site. Hanging on a river, the bridges are made by connecting the aerial roots of one massive rubber tree with another.

Mawlynnong proves that women empowerment and 100 percent literacy rate, both are achievable. It is famously known for its cleanliness and also as Asia's cleanest village

The living root bridge of Nohwet is not the only main attraction here but also a century old Church of European Architecture in Mawlynnong which is more than a century old. Sky View is a vantage point and a popular attraction of Mawlynnong Village. This viewing tower is 85 feet high and is made of bamboo.

The best time to visit Mawlynnong, Meghalaya is monsoon. During the rainy season, village and its surroundings become lush green and thus turn absolutely picturesque.



Patan

Gujarat - Ancient Capital Of Gujarat

Two famous architectural monuments have gained the status of national monuments. One of them is Sahastralinga tank and other one is Rani ki vav stepwell. Rani ki vav is an intricately constructed stepwell.

It is located on the banks of now extinct Saraswati River. Rani ki vav was built as a memorial to an 11th-century AD king Bhimdev for his queen Rani Udaymati. It was added to the list of UNESCO's World Heritage Sites. Another historical monument of the Patan is Sahastralinga Tank or Sahasralinga Talav is a medieval artificial water tank was commissioned during Chaulukya (Solanki) rule.

Hemchandrachary Library, Jain Temples and Kalika Mataji Temple of King Siddhraj Jaisinh are imporatant places in Patan. Patan was important part in era of Vadodara state from the mid-18th century until India's



independence in 1947, when Baroda became part of Bombay state, which in 1960 was separated into Gujarat and Maharashtra. Salvivad, a place where Patolas are woven along with places where traditional clay toys are made are worth visiting.

Lonar

Maharashtra

World's Oldest Meteoric Crater

Lonar Lake gained enormous popularity beyond the boundaries of the country for it turned pink a few years back due to the saturation activity of Haloarchaea microbes.

It is an astrobleme created by a meteorite impact during the Pleistocene Epoch and the only major hoverback in the basalt rock where water is alkaline. There are temples around 1250 years ago.

Lonar Lake has a mean diameter of 1.2 kilometres (3,900 ft) and is about 137 metres (449 ft) below the crater rim. The meteor crater rim is about 1.8 kilometres (5,900 ft) in diameter. In 2022, the government of Maharashtra began plans to develop the site as a tourist attraction.



Longr known to be the world's oldest meteoric crater, formed in basalt rock is a national geoheritage site in Maharashtra popular for its saline and alkaline water crater lake about 1.2 km in diameter.



Blue Pond

Ranchi

Manmade Mine With Blue Water

One of the best-unexplored tourist places in Jharkhand. It is situated in Balsiring in Ranchi near Ringrode. Pond is a man-made small mine whose water is quite blue. After extracting the mineral stones from this mine, the water was deposited on the stones below, which appears to be blue in colour.

The water present in the pond is completely blue and the surroundings are covered by rocks and greens. It is quite deep around more than 150 feet. This pond is become a new sensation in the region.

It was created by some anthropogenic activities during construction. It is not a natural pond but it looks like natural and very beautiful. In the monsoon season or rainy season, it is filled with water and takes shape of a pond.

Pollachi

Coimbatore

A Unique Southern Experience

Pollachi town, located between the plains of Coimbatore and the slopes of the Anamalai Hills, is an ideal location to seek a unique southern experience. Located about 40 km (25 mi) to the south of Coimbatore, it is the second largest town in the district after Coimbatore.

The ancient name for Pollachi was 'Pozhil Vaitchi' meaning 'the land of natural wealth and prosperity in Tamil. Since ancient times, the Pollachi market called by the name of 'Pollachi Sandhai' has been considered as a prosperous bazaar that combines great natural wealth. The town markets are always alive with cattle, traders, and vegetables but jaggery



dominates as Pollachi remains the biggest market in Asia for Jaggery production.

The picturesque town has become a favourite spot among film-makers with over 1500 movies being shot here in the past few years. The best time to visit Pollachi is from December to February and in the monsoon season.

Coconut farms, tea estates, and pastures tucked within the lush greenery of Tamil Nadu's 'coconut capital' dot the area's undulatina natural environment. Pollachi is a popular Marketplace for jaggery, vegetables and cattle.



Maravanthe Beach Udupi

Combination Of Sea And River

Maravanthe beach in Kundapura, is a uniquely positioned beach in Coastal Karnataka with Arabian Sea on one side and Souparnika River on the other.

This unique combination of sea and river on each side of a highway is to be the only one in India. Maravanthe wears the look of a fairyland with the picturesque Kodachadri Hills forming a backdrop to the Sauparnika River on one side and unspoilt white sand on the other. The golden sand, clear blue sky, swaying palm trees, and the endless shore makes Maravanthe an attractive tourist destination.

Some major tourist attractions in and around the beach are Baindur, a hamlet 45 km from Maravanthe with a lovely beach. Ottinane with its overhanging cliffs and the Belaka Theertha Falls. Water sports at Maravanthe Beach are famous and one of the favourite activities among visitors.

A recently constructed bridge across Souparnika River connects Maravanthe to the village of Padukone, birth place of popular badminton star Prakash Padukone and Bollywood actress Deepika Padukone.

Devtamura

Tripura

Rock Cut Temples

It is a hill range in South Tripura district of Tripura famous for its archaeological site of rock sculptures, a panel of carved images on the bank of Gomati River dating back to 15th and 16th century AD when influence of Buddhism wanned in India.

It is popular amongst the devotees for there are a lot of hills here which are wonderfully carved with images known as Chabimura. Chabimura, the archaeological site at Devtamura, dates to the 15th or 16th century includes colossal carvings of the image of Devi Chakrakma. There are in all 37 rock cut images.

The purpose of the carvings, and the artists who carved them are unknown. The statues are carved on the steep sloping rock exposures of



Devtamura is popular amongst the devotees for there are a lot of hills here which are wonderfully carved with images known as Chabimura.

the Kalajhari Hills which drains into the Gomti River. There are in all 37 rock cut images which also include images of Ganesha, Kartikeya, Mahishasuramardini, Durga and many others. Each year in mid-January, a fair occurs at the third terrace from the top of the falls, at a time when local tribal members take a holy bath in Gomati River



Araku Valley Andhra Pradesh Valley Of Rarest Flowers

Araku Valley in Alluri Sitharama Raju district in the Indian state of Andhra Pradesh, lying 111 km west of Visakhapatnam city is inhabited by different tribes, mainly Araku Tribes.

Araku is also known for its coffee plantations and boasts of manufacturing India's first tribal growers' organic coffee brand. Another major attraction of Araku valley, is Padmapuram Gardens where hanging cottages are one of the top attractions.

One of the most significant parts of **Araku Valley is the rarest** flowers and trees at **Padmapuram Botanical** Garden that are hard to find anywhere else.

Majority of the travellers and locals prefer visiting Araku Valley during winters which is from the months of December to February. For trekking, caving, and sightseeing in Araku Valley September to May happens to be the best time to visit this paradise. Remnants of 17th century British and Dutch settlements can be seen here, including a fort and cemetery.





The Second Edition of Realty+ Indian Digital Excellence Awards (IDEA) Virtual Conclave 2023 once again brought together the expert marketers, digital and creative professions to give an insight into the future trends of digital marketing for real estate.

he Realty+ Indian Digital Excellence Awards (IDEA) held on May 19, 2023 was a day of informative sessions on a virtual platform. The distinguished real estate marketers, technology experts and creative agency professionals joined the conversations to discuss the current and future customer and industry trends in the field of real estate marketing.

DIGITAL MARKETING

The first panel discussion of the day talked about **Digital Marketing** and deliberated on the **Best Ways to Measure Investment** in **Digital Promotion**.

The discussion led by **Nipun Sharma**, Senior Director & CMO
India, Salesforce had speakers
talking about the top trends
both online and offline in real
estate marketing in 2023. The
speakers of the session were, **Ashish Kaul**, CMO, Hero Realty, **Mohit Mishra**, CMO, DLF Offices, **Tirthankar Ganguly**, CMO,



Best Ways to Measure Investment in Digital Promotion

Kalpataru Ltd., **Kartik Sahoo**, CEO and Founder, BrandLand Advertising Pvt. Ltd., **Rajeeb Dash**, Head, Sales Marketing - Adani Realty and **Pradeep Vijayadev**, Head, Digital Marketing, Brigade Group. The panel deliberated on the new marketing models and impact of changing mindsets with advent of novel technologies that are bridging the gap between the consumer and the marketers. They emphasized on the need to create

distinguishing products and learning to differentiate between sales and marketing.

LEAD GENERATION

The session about Lead Generation had the experts discuss the New Models Of Identifying Potential Customers & Trends.

The conversation around cost per acquisition and performance marketing was chaired by **KV Sri**-



New Models Of Identifying Potential Customers & Trends



Content Marketing and Risks and Rewards of Chat GPT and Al

dhar, Chief Creative Officer Global, Nihilent Limited. The panel members were, **Dhruba Ghosh**, EVP & Head of Marketing, Provident Housing Ltd. & Purva Land, Vivek Agarwal, Co-founder & CTO, Squareyards, Ayushi Ashar, Director, Ashar Group & Member - Managing Committee, MCHI-CREDAI,

Navin Chand, AVP Marketing -Xanadu Realty, Ashish Kukreja, CEO & Founder - Homesfy.In & Mymagnet.lo and **Bala Kumaran**, Founder - Director - Brandstory. in. They were of the view that the marketers have to keep their approach simple to build trust and make sure no lead goes in cold storage and is tapped to full realization. They speakers elaborated on the mistakes to avoid losing leads and best Real Estate Lead Generation Ideas in 2023.

CONTENT MARKETING

The concluding panel discussion of the day revolved around the hot topic of Content Marketing and Risks and Rewards of Chat GPT and AI.

The discussion moderated by Sunil Mishra, MD & CEO TRESPECT India & Chief Strategy Officer -ANAROCK group deliberated on the new blueprint for a scalable content strategy in real estate. The experts joining the discussion were, Nitin Nagpal, Director - Sales & Marketing, Pre Sales & Sourcing. Dosti Realty, P. Rajendran, Chief Sales & Marketing Officer, Shapoorji Pallonji Real Estate, Samrat Tiwari, Director, Webzaa, Ritika Shah, AVP- Corporate Communication, Hiranandani Group, Rakesh Setia, President & Chief Sales & Marketing Officer, Rustomjee and Sukanya Dasgupta, Senior Director & Head, Marketing & Communications, Colliers. The panelists concurred that technology was no more a choice but is now an integral part of real estate marketing. However, a consistent brand building should remain a top priority in content marketing. They were of the view that in the age of predictive marketing analytics, AI and probably Chat GPT will be the future of real estate marketing.

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BEST WAYS TO MEASURE INVESTMENTIN DIGITAL **PROMOTION**

Sales and revenue generation are the key to drive any business and digital marketing has become the latest tool to market real estate projects and even more so to create a brand identity.

n all honesty, amidst the global slowdown, Indian real estate is still holding strong and kicking. The reasons can range from the country's robust micro economics to strong consumption patterns and government's focus on infrastructure.

As Nipun Sharma, Senior Director & CMO India, Salesforce puts it, "Real estate is a popular asset class which over years has performed well. There are good tailwinds, but some very unusual headwinds too. Now the consumer is very well informed and working with a very intelligent buyer puts pressure on the marketers to create a differentiated campaign to be able to break out of the clutter. But, the question arises, how matured is real-estate marketing in India in terms of processes and best practices."

Ashish Kaul, CMO, Hero Realty was of the view that real estate has become a volume game and marketers misunderstand the difference between marketing as communication rather than a business function. "Real estate marketing still has a long way to get matured. Currently, rather than marketing it is sales that is happening and digital marketing is more of a piecemeal strategy. There is no way of knowing whether there is a sale happening through channel partner or property aggregator portal. Ultimately the buyer goes to a platform where he gets better discount. But, the best way to market is to create a product that will pull a buyer."

Rajeeb Dash, Head, Sales Marketing, Adani Realty sharing a different perspective said, "There are lot of ways one can do marketing, which would vary for as per the segment, micro-market and pricing.



Today, 70 percent of the leads are coming through digital medium with about 30 percent sale conversions, but it gives much better reach than any other medium in much lower costs than newspaper, print ads and hoardings. In fact, not only the lead generation, but lead tracking from lead generation to booking and sales is now happening online."

Pradeep Vijayadev, Head, Digital Marketing, Brigade Group added, "Creating a compelling content is the key to capturing the interest of the potential buyers. If the information is relevant to the audience, they will interact and engage with the source of the content. And this engagement keeps evolving as the consumer navigates through the buying cycle. Buyer's information gathering stage includes understanding the specific micro-market, industry trends, rental yields or home loan interests etc. These are the content very relevant to him in his early stage of home-buying process. As they move up the buying cycle they move to the confirmative stage looking for specific content on builders and projects in the micro market, their reputation, construction quality, delivery track record, etc. and the final stage is that of validation where they go for user generated content like customer

reviews, expert views and price comparisons. It is all about being consistent, adaptive and being relevant to the audience at every stage of his/ her digital journey making sure the content isre relevant and capturing their intent."

Tirthankar Ganguly CMO, Kalpataru Ltd emphasized that emotion of home buying is aspirational for everyone whether it is an affordable housing or a luxury property and thus most of the marketing communication focuses on the aspirational value. "We don't sell brick-and-mortar



houses, we are selling what your life is going to be once you start using this home. Thus personalisation of experience is the key. Does the company really know me or the brand manager is trying to straight jacket it. The customer is not accepting that anymore and is blocking out the mass communication. Content is very important in real estate as you cannot carry the product to the customer. Customer will have to be pulled towards the product. Marketers are creating digital twins that mimic the real asset. More importantly, technology today is very democratic, a start-up can offer the best digital tools and one doesn't need to spend huge amounts."

Kartik Sahoo, Founder, Brand-Land Advertising Pvt. Ltd spoke about changing consumer behaviour, "In real-estate marketing, we now refer to what is called the pre-covid and post covid era and the behavioural changes have been markedly different in both the eras. Covid has accelerated the buying and selling of properties online. Replacing **Pradeep Vijayadev**



Tirthankar Ganguly



brochures & site visits from pre-covid era, virtual site visits and AR/VR have become prominent sales& marketing tools for every builder and channel partner. However, no amount of chat bots, Chat GPT or AI can replace human connect."

- Real estate marketing is a volume game. Marketers drive a million leads with a hope to converting at least a few into sales. There is no method to the madness.
- 2. Realty marketing is still confused between advertising and marketing. It is driven by fancy tools, jackets, and overtly glorification of words and more.
- Site visits, Chat bots and data mining through Al are

- the best ways to capture data and accordingly customize marketing communication and messaging.
- 4. The customer is becoming smarter by the day in terms of technology.
- 5. Site visits remain an important marketing tool. Being physically in the property is all about experience and emotion of buying.
- 6. Residential marketing can be said to be a One day or a 20-20 Overs cricket match while, commercial real estate marketing in comparison is like a test match.
- In commercial real estate segment, it is not about what is the value per square feet, but about experience per square feet.
- 8. Videos are very important as real estate is a very visual



Mohit Mishra

Mohit Mishra, Head of Marketing - Office Business, DLF Limited elaborated on the commercial real estate marketing, "Every marketing you do irrespective of what category it is human emotion plays a very important role, irrespective of buying residential property or leasing

product. Digital twins that mimic the real project are being used for marketing.

- The lines are blurred between the digital and non-digital marketing and it has become an integrated eco-system.
- 10. Home is an aspirational product and marketing should pitch the experience of a place rather than brick & mortar.

a commercial property. A relationship cycle is smaller in a residential segment once it is sold, however commercial property is not bought or sold but is leased and hence the relationship continues over the years as you would want lease renewals. Likewise, there are multiple layers of communication with the prospective audience. During pandemic, when people were not coming to offices, it was digital marketing that enabled organisations to reach out to consumers. The entire backbone of commercial real-estate is about engagement and experience and marketing played a huge role in it. Residential real estate marketing is high impact targeted towards selling the particular project in a particular geography and then moving on to the next project. Commercial real-estate marketing is all about engagement with the clients for long term relationships that would benefit across geographies."

TO SUM IT UP

Two main aspects of digital marketing are - content (blog post, videos, infographics, podcast, influencers and advertorials) and distribution platforms (website, social media channels, aggregators, affiliates channels and company owned communication channels).

It is critical to know how to collect the data to be able to correctly customise an offering. An excellent source of relevant data collection is the chat bot on the website where people engage in chatting and marketers can try and figure out through the queries, the potential customer's inclinations and thus customize the messaging. Data mining through artificial intelligence is the next step.

The best data is collected from people visiting the site. When customer comes to site, marketers capture qualitative inputs from the customers in terms of their insights about the project and what they are looking for. They can customize the communication as per the demands expressed by the visitors.

While, digital has a big role to play in marketing, it is now overtly infringing into the customer's privacy. Customers are getting over communicated with junk mails and spam calls and text messages. The key to result oriented marketing has to be targeted and personalised marketing messages to the potential buyers.

LEAD **GENERATION NEW MODELS** OF IDENTIFYING POTENTIAL **CUSTOMERS**

Leads are at the top of the sales funnel and figuring out how to generate leads can be almost as hard as converting them. The correct marketing approach can help encourage potential customers to complete each step in the lead generation process

he basic function of any marketing is to generate leads. It's the starting point of making sales and revenues. The question arises on how to efficiently and effectively qualify the leads, nurture those leads and convert them into sales.

KV Sridhar, Chief Creative Officer Global, Nihilent Limited expressing his views stated, "Currently, the entire lead generation process is automated with no human intervention. But the consolidation of data particularly in real estate sector is a challenge as it is generated from varied disconnected sources. In real estate the industry average of CTR is around 3.71% which is similar to the finance industry. It means we are not sharpening the target segment clearly. The user journey in case of property buying is quite tedious, and is not an impulse buy unlike FMCG. The generative AI and automation of content to some extent has made

the entire process more effective."

Ashish Kukreja, Founder & CEO, Homesfy shared his experience, "We do a lot of brain storming before we get into any lead generation. Every project comes with its own set of challenges, we focus on how do we connect with the specific set of consumers and plan strategy accordingly. Every project comes with different ticket size and micro markets that needs customized approach. For example, Facebook may

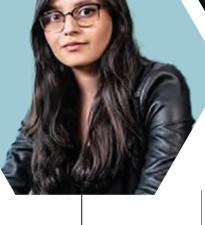


not work in South Mumbai but will be effective for low budget micro markets of Mumbai. This is at the top of the sales funnel, going into the middle, creating brand awareness becomes important that includes a lot of video content and gathering customer's reactions. As we progress, we give right set of information to our agents so they can do justice to the leads. This is how we broadly approach lead generation as a concept."

Ayushi Ashar, Director, Ashar **Group & Member - Managing Com**mittee, MCHI-CREDAI added, "In real-estate there are no blanket rules as the marketing strategies vary depending on location, target mar-







Ayushi Ashar

ket, pricing and product. Identifying your target customer becomes very critical and therefore a lot of time is spent on ascertaining what really the micro market brings and how we can find the right type of target audience for that micro market. There are multiple layers in real estate, so it's not just your digital identity that leads to lead generation, but everything combined together from brand reputation to product and consumer trends, The pattern of



Bala Kumaran

communication changes from one market to another even within a city. It's a very target driven kind of lead segmenting and with the advent of new technologies one can easily analysis consumer's trends that helps personalise your communication and in turn generate genuine leads."

Bala Kumaran, Founder – Director, Brandstory.in gave his perspective, "When we deal with the high value, high volume and high sales cycle based product eco-system, the story format keeps changing with the segmentation component. All of us are dependent on the Google, Instagram and Facebook lead contribution, e-mail and SMS marketing



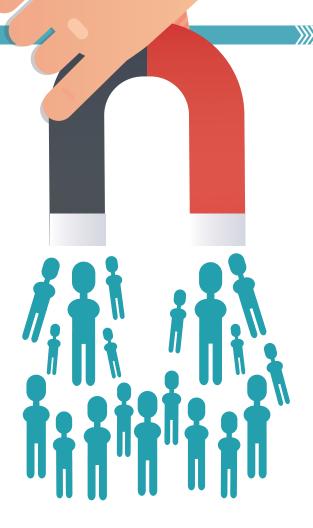
depending on the budget and risk appetite of each individual brand over a period of time. I strongly feel video content is very important. Before, talking about metaverse or AR/VR, between the Google content and the written content to an AR/VR, there is a whole space of video framework that needs to be upgraded. The challenge is to produce large volume of videos at low investment but at a quality that your brand desires. Content can transform into vernacular asset to engage the customer little more through useful content. Messaging needs to be contextual."

Dhruba Ghosh, EVP & Head of Marketing, Provident Housing Ltd. & Purva Land shared his thoughts on what more can be derived from a lead that is generated. "The crux of the matter is that only 25% of leads are generated with the money that we spend and at the end of the day less than 2 percent of the leads actually work. So how do marketers make best use of these leads and the data of the consumer and ensure that it works harder for us. Each lead acts in multiple ways and can generate further leads. But we fail to use data in an efficient manner. It is important that we drive within the organisation that each lead becomes more for us in terms

of adding multiplicity to that lead itself. While we capture the data we need to ensure that more quality data gets developed around the lead that is being generated from various touch points. Because a lead for home-buying per se doesn't stop at just the individual, it's the family which gets involved and they beleads to be reached out at the same time with a different approach. How we communicate and create a customer journey for each of these leads across the entire mapping and differentiating between the first and the subsequent communications is a critical aspect. Richer the data, more you will be able to nurture the lead and get qualified leads."

As per Navin Chand, AVP Marketing - Xanadu Realty real estate creates a product which has a lifecycle of about 3-4 years from a launch to handover, unlike FMCG products that have quite a long shelf life and therefore recovering marketing investments gets easier. "Real-estate doesn't give the leverage of long product lifecycle and most of the sales still happens on site visit. Building a strong brand recognition thus becomes essential. For instance, recently a few projects saw 60-70 percent bookings at the launch because of the strong brand value of the company and the FOMO created about the product. It is all possible with the right way of capturing data, correctly analysing it, using insights in best possible way for the business from marketing, sales to post purchase."

Vivek Agarwal, Co-founder & CTO, Squareyards spoke about managing the lifecycle of the lead. "Real estate is really a push product and the sales cycle extends anywhere up to 45-90 days and sometimes even more. The challenge is when we generate the digital leads, a lot of them are discarded for not even being qualified. In my experience I have seen, when these same leads are given to another salesperson without a prior background, they turn into qualified and even sales. The inference drawn Is that in the first instance, either the sale pitch was not enough or the customer was not in the right frame of mind or due to some other external factor, the lead did not work out. So we started measuring the calls, the connected time and the conversation, bringing the data back and scoring them and bringing all discarded leads which were falling out of the funnel back into the funnel. That's how we have been able to reduce our lead generation costs in big manner, not requiring 1000s of new leads every month. What kind of messaging that you send matters. We have been using generative AI for last 2-3 years for improving the quality of listings on our platform. But, in the end, it's not about the lead generation but about how do you nurture those leads, manage those leads and how do you make sure that your sales person are talking in relevant language to the customer based on his own context. That is what matters."



As per one of the reports 52% of our time is being spent on digital channels. That is where we should look at to get people's attention.

Technology has been a great equalizer giving smaller companies equal opportunity to reach out to the potential customers without large investments.

If you are outsourcing part or all of the lead generation activities, make sure they don't prioritize quantity over quality and that they fully understand your ideal customer profile.

Clearly define "lead," "prospect," and "opportunity," to better understand where your customers stand and how to deliver the right solution to them at the right time.

While lead generation has long been the go-to strategy, new approach to marketing is demand generation.





I is fast catching up in the real-estate space where it can commoditize and enhance human creativity and augment the consumer behaviour. These tools are providing valuable insights that help real estate professionals and marketers to create more effective messaging and channels to reach specific target audiences.

According to Sunil Mishra- MD & CEO TRESPECT India & Chief Strategy Officer - ANAROCK Group marketing has gone through some inter-generational changes.

"The earlier 20th century saw some of the face-oriented marketing. The second half of the 20th century we started graduating towards brand oriented marketing with Philip Kotler, Ries & Trout and Ogilvy nudging towards brand and moving towards sales through branding.. The Website started emerging towards the end of this era along with emergence of digital advertising & performance marketing. Content marketing to that era was bringing traffic to your website through social media posts, blogs etc. Marketing shifted from brand to lead generation.

RISKS AND REWARDS OF CHAT GPT AND AI

There is no doubt that artificial intelligence has revolutionized real estate market and tools like Chat GPT can improvise on customer experience. But, there are potential risks of over dependence on technology.

Year 2021 onwards with generative AI and ML, content marketing got an unprecedented shot in the arm and once again the marketing cycle shifted to brand building. In the last couple of years we have seen software like DALL-E and VALL-E, GitHub's Copilot, Amazon's Code Whisperer and large language models which includes ChatGPT, ChatSonic, Bard and Ernie."

Nitin Nagpal, Director - Sales & Marketing, Pre Sales & Sourcing. Dosti Realty was of the view that businesses have reached a stage where digital marketing has become very important. "With people now reading news on mobiles, it's very important for real estate developers to use content marketing be it blogs, social media, video marketing, influencer marketing, SEOs for branding and to generate leads. These days' video marketing and influencer marketing is working very well. Digital marketing spends have increased and content marketing is increasing day by day. It can go to 30 percent of the entire marketing cost and sometime also 45% because the leads which we get is much higher than what we get on the other platforms. The best part of digital marketing or content marketing is how fast you can reach the client and revert back, within few seconds and not few minutes."

P. Rajendran, Chief Sales & Marketing Officer, Shapoorji Pallonji Real Estate added, "Content marketing is as old as real-estate and it has been part of every industry to be honest. The only difference is content marketing has now moved from offline to online. Earlier it was limited to brochure, coffee table book or articles in the newspapers. Now we can see property descriptions and listing on Facebook, LinkedIn and Instagram, also sharing testimonials, highlighting success stories or engaging with the customer, have e-brochure, e-mail newsletters, and online blogs on industry trends that brings in more traffic to the organisation or to the website.



ChatGPT is a chatbot, developed by OpenAI that understands human language prompts, and can continuously produce human-like dialogue and content.

Generative artificial intelligence ("generative AI") is a type of artificial intelligence ("AI") technology that can produce various types of novel content, including text, images, and audio.

The advantages of using AI and Chat GPT is that it can provide personalised property recommendations based on the customer's preferences. They also improve the customer's real estate search experience through predictive real estate market analytics.

One of the main risks associated with Al is the potential for data privacy and security breaches and infringement of intellectual property rights.

Generative AI is only as good and accurate as the information on which it was trained.

With Google analytics lot of infographics are available helping in market statistics, property information and trends. Overall, the things are changing for good."

Rakesh Setia- President & Chief Sales & Marketing Officer, Rustomjee reflected back on the times when the availability of data on mobiles began. "From 2007-08 onwards we started talking about GPRS then 3G, 4G and now 5G. Around 2013-14 WhatsApp started making a lot of in-roads. That time we realised that videos are going to become the king and are going to drive the data consumption and what we saw in 2014-15, when 3G got launched and in 2017 when 4G got launched, the average consumption per subscriber went up like anything. With the penetration of technology, digital marketing is bound to have a huge amount of growth with the consumers. Now people are aware of what they are looking for and brands have got more understanding about the consumers. The competition has totally intensified and it has reached across the product boundaries and it is not that the real-estate seller has got competition from real-estate. Customer has got certain disposable income and customer may at times choose to buy luxury car in place of buying a home. I think choices are intensifying for the consumers. Content is the king and video-marketing and targeting the consumers on the basis of profile, demographics, social graphics and other parameters are extremely important. Content marketing definitely plays an important role and medium or a channel of communication is going to influence, what kind of communication approach we use with consumers."

Ritika Shah, AVP- Corporate Communication, Hiranandani Group spoke about use of drones for marketing, "Real estate is all about land and the property, and therefore the use of drones and AR/VR has increased, especially during Covid times to showcase the property and location. We are using content marketing for customer retention, customer engagement, and to enhance the constant nurturing Content is very micro market driven and lot of regional and localized content comes into the play. So we have diversified the content bucket. A lot of search engines and AI tools are really helping us to go one step ahead and reaching out to different stages of customer's journey, from awareness stage, interest stage to action stage. We can customise right kind of communication through data analytics and decoding the trends, turning the data into infographics and



video content. It is the collaboration of all the content and the mediums of communication and holistic way of approaching the customers across the geographies."

Samrat Tiwari, Founder, Webzaa shared, "Real estate buying for me is 6-8 months TAT and if I am able to generate very good lead the first day. This depends on the cycle of communication over three to six months and inventory. After all home buying is not an impulsive buy. Marketers need to have a very good content strategy, starting from the product, what it has to offer, location advantages, testimonials etc. Content marketing is important for real-estate and it is going to be there. How we are going to use it completely depends on the perspective of the marketer, of the brand and obviously on the product as well. Use tactical content strategy to engage with the customer more."

Sukanya Dasgupta- Senior Director & Head, Marketing & Communications, Colliers concurred that content rules and it's the king of any campaign. "The world has moved from a fact-based approach to storytelling and narrative approach. Story telling in marketing is the single biggest draw and it will continue to remain the most effective tool to drive consumer. Today, the b2b content in the social media channels or any platform is no different from b2c content, it is all about driving engagement. Emphasis is given to content strategy and the content required to keep the audience engaged especially the organic content from thought leadership articles to case studies, research, insights and branding campaign. Distribution today is the easiest part. There are so many tech tools that help us amplify our content for clients. The most important aspect is ensuring that the content is searchable & easily consumed by our audience, therefore simpler, the better. This is where SEO and paid amplification play a very important role."





The First Atlas

Also known as the 'Cosmographia,' or 'Geographia' this book written by the Greco-Roman Claudius Ptolemy is considered the world's first printed atlas. While these were printed in the ancient world, the three oldest surviving copies date back to the early 15th century. It was sold for \$5.44 million in 2006.

The Rothschild **Prayerbook**

The Rothschild Prayerbook is a 16th-century Flemish illuminated manuscript filled with paintings by master Renaissance miniaturists and lined with gold. It was sold in 2014 to billionaire Australian businessman Kerry Stokes for \$13.6 million.



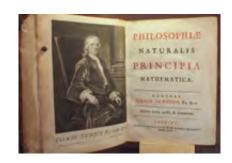


Shakespeare's **First Folio**

William Shakespeare's First Folio — a collection of plays published in 1623 — is one of the most coveted books in the English language. About 56 complete First Folios are known to exist. In 2020, new record was set where complete copy of the 1623 book sold for \$9.98 million at auction.

Philosophiæ **Naturalis Principia Mathematica**

Philosophiæ Naturalis Principia Mathematica, which translates to the "Mathematical Principles of Natural Philosophy," was written by Isaac Newton in 1687. The edition sold in 2016 for \$4.4 mn was a first edition, and it's considered one of the most valuable and momentous collections of scientific discoveries in history.



The Olympic Manifesto

The Olympic Manifesto, written in 1892 and autographed by author Pierre de Coubertin, an aristocrat, scholar and advocate for modern athletics, set the world record for sports memorabilia when it was sold at auction via Sotheby's in 2019 at \$9.7 mn.





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