

CLIENT SUCCESS



OVERVIEW: CREDAI was commissioned in 2000. Over the years it has been evolved as an apex body of the organized real estate developers/builders across India. Today, CREDAI has a presence in 20 state/city level associations viz. Andhra Pradesh, Chattisgarh, Delhi-NCR, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamilnadu, Uttar Pradesh & West Bengal spread over across 18 states of India are members of CREDAI.

CREDAI is also distinguished by its growth, financial performance, outstanding people and processes. CREDAI is envisioned to promote and protect the interest of Construction workers, encourage support for the growth in the real estate through research and perpetuate ethical codes of conduct for its members.

SOLUTION: SRISTI understood to reach out to the right audiences in most effective manner, CREDAI needs to design a Communications strategy. PR being the most important one, cannot be left undone. SRISTI with its qualified and experienced team of professionals designed their a communication plan to accentuate the brand message and leverage the brand presence. It also provided content along with generation of collaterals that helped them reflect better.

RESULT: The Communications Plan worked well and the PR strategy helped them create their presence. It gave them a complete new recognition. Their marketing message was very well received. It led to joining of more and more members. Having provided them with our PR services for three years, today CREDAI has over 3,500 individual member developers encompassing over 60% of the organised private state/cities in the country.



OVERVIEW: The real estate arm of the Era Group, Era Landmarks Ltd. is an ISO 9001 : 2008 certified company that was incorporated in 2005. A premium and leading real estate company, it has a diverse product portfolio spread across Residential, IT Parks, Commercial, Malls & Multiplexes. With geographic footprints spread strategically across Metros as well as Tier I cities, it is ideally positioned to make the most of the burgeoning realty potential across India.

SOLUTION: SRISTI developed a PR strategy to reach out the right target audience of the group. Select media has been approached till now to get maximum visibility of the brand. Site visits, one-on-one interactions, conferences, panel discussions have been organised for the client so far. Profiling of the spokesperson is being done to position the company well.

RESULT: The PR strategy, media visits and continuous feeding of information to the targeted real estate media is working well and successfully creating substantial visibility for the projects through print, electronic and internet media. The stories have created a visibility of the projects of ERA Landmarks in niche media and the spokespersons are becoming prominent resource / contributors in stories relevant to core issue of real estate in no time.



OVERVIEW: The Satya Group, a OHSAS 18001 : 2007certified company is one of the leading real estate groups having pan India projects with over four decades of presence in the sector. The group has a strong existence in Delhi-NCR with renowned real estate projects to its credit. It

enjoys the distinction of delivering The Galaxy, a Five Star Hotel and Shopping Spa which is a designer retail destination in Gurgaon.

Satya Developers Pvt. Ltd, the flagship company of Satya Group was founded by Mr Manish Agarwal. With a strong business acumen and vision, he has been the guiding force behind the group's success. He has also played a pivotal role in creating the "Code of Conduct" for the Indian real estate organizations under the aegis of CREDAI.

SOLUTION: SRISTI developed a strategic plan to cater to the right audience in the realty market. Eminent media was targeted and approached accordingly with articles and inputs received from the group. Lot of one-on-one interactions and panel discussions have been organised for the client so far. Also, the profiling of the spokesperson is being done to get the maximum visibility of the brand.

RESULT: The well planned PR strategy is working well and has remain successful uptill now in creating significant visibility of the Satya's projects through print, electronic and internet media. Frequent media visits and continuous feeding of required information to the concerned real estate media has been done on a regular basis. The spokesperson has become a well-known resource in the various realty stories of the major influential newspapers.



OVERVIEW: AERENS GROUP is an accumulation of companies engaged in promotion and development of residential and commercial townships and projects. Established in 1969, the Group has transformed into a multi-faceted corporate house with a diverse range of interests. The Group has ample experience in developing and running commercial cum family entertainment centre including multiplexes, malls, retail complexes, leisure infrastructures. Aerens Jai House had two projects to highlight and they are:

Aerens Jai City - A Residential Township in Jagadhri district of Haryana was a world-class township project offering international styled residential township had been the silver lining on the residential real estate development in a place like Jagadhri.

Aerens Palm Residency - A Residential Project in Karnal is one of the most exquisite possessions of this remarkable district of Haryana. Some unique facilities available here include a club, gym, swimming pool, Children's Park, etc. apart from being Earthquake resistant and having high class fire fighting systems

SOLUTION: SRISTI developed a strategy to reach out to the right audiences through a concerted media campaign, which also includes organising Press Conferences in both the destinations i.e. Jagadhri and Karnal. Local media had been involved alongside national media, who have visited the site in person.

RESULT: The strategy of Press Conference, Familiarising trip and continuous feeding of information to the targeted real estate media worked well and substantial visibility created for the projects through print, electronic and internet media. The media campaign reaches to the mass and generates valuable enquiries for both the projects respectively.



OVERVIEW: Inspired by the Legend of the Mighty Roman Sea God, Neptune is strategically located at Sector 70A, Gurgaon. Complete with every conceivable comfort and facility, these luxury condominiums go beyond conventional luxury. Every inch of these lavish and spacious homes speak volumes of unbridled splendor, every corner thought provoking and every bend better than the one before. Neptune is an initiative of high class phenomenal comforts conceptualised by a team of IIM Ahmedabad Alumni who envisioned offering the opulent, the ultimate experience of a lifetime of high-end living.

SOLUTION: SRISTI developed an innovative media strategy as per the requirement of the client to reach out to the niche target public for Neptune. Select target media has been approached with detailed attributes of the project which involves personal interactions with the spokespersons from time to time too.

RESULT: A successful media campaign has been executed by targeting the relevant real estate media which includes print, electronic and internet media. The stories have created a visibility of the project "Neptune" in niche media and the spokespersons became prominent resource / contributors in stories relevant to core issue of real estate in no time.



OVERVIEW: Realistic Realtors, one of the most preferred consultants, headquartered in Gurgaon, provides consultancy and advisory services in commercial real estate all across India. With the experience of over 18 years in real estate industry, the company has emerged as a pure consultancy for buying, selling and leasing of commercial properties. Initially started with commercial leasing in Delhi & NCR region, later, the company extended its service offerings across 225 cities in 21 states.

SOLUTION: SRISTI developed a focussed strategy in and around the spokesperson and the company. Concerted effort has been put to get desired result for the client in all the important media targeted from print, electronic and internet. Being in the consultancy of real estate, it was imperative to change the perception of target audience that the company was doing high end deals as brokers. With the right “positioning” of the company, the perception could be changed to a great extent.

RESULT: Focussed stories appeared in relevant real estate media incorporating the spokesperson in all targeted print, electronic and internet media. The stories have prominent mention of the company with the quotes from the spokesperson alongside other prominent people of the industry.



OVERVIEW: Paharpur Business Centre is a state-of-the-art, environmentally attractive one-stop-shop for multinational companies planning a foray into the Indian Market. It offers ‘Instant Serviced Office solutions on a plug and play basis with dedicated parking facilities and a suite of 28 support services. It situated in one of the largest business districts of South

Delhi - Nehru Place Greens, New Delhi, India. PBC's management has revolutionized the serviced office concept by undertaking several endeavours to improve its Indoor Air Quality.

SOLUTION: Since the client has hardly any activities, SRISTI has to develop a focussed strategy in and around the spokesperson and the company. Mr. Kamal Meattle being a prominent spokesperson on the “Green Revolution” initiative, select interactions has been organised with the top line media. Excellent stories appeared on various initiatives taken by Paharpur Business Centre as an autonomous upmarket Business centre located at the hub of Nehru Place in New Delhi.

RESULT: Prominent stories appeared in relevant media incorporating the spokesperson in all targeted print, electronic and internet media. The stories have detailed mention on the innovative initiations towards “Green Effect” of the company with the quotes and photographs of the spokesperson.



OVERVIEW: Venire is a large design and build and project Management Company which partners with clients to create design and execute interior spaces for corporate, hospitality and entertainment industries. Venire's in-house business domain experts and designers work together to get the functional as well as creative designs of global standards for each project. The build process backed the projects by expert knowledge in Interior design, project management, global sourcing of materials, global fabrication of customised designs, etc.

SOLUTION: A concerted media campaign has been designed to create excellent stories on the innovation process of project management in real estate. Spokesperson has been simultaneously promoted as one of the prominent spokesperson of the industry.

RESULT: Select stories with prominence have appeared in relevant media in focussed print and electronic media. The stories have detailed mention on the process and practices adopted by the company with the quotes and photographs of the spokesperson.