



THE AGA HALL  
ESTATE

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MUMBAI

**Pitch Plan**

**by**



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- About the Brand
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# About the Brand

A 45-storied tower to house the current residents of the Estate and a 54-storied tower with 373 apartments for sale

Premium, luxurious high-rise residences with energy-efficient features

Range of amenities for a healthy lifestyle, entertainment, thoughtfully landscaped setting for enriched lifestyle

Green building design features: ecofriendly building materials, water and energy efficient, reduced waste and emissions

Community living with a safe environment for all age groups



# Objectives

## **Business Objective**

Increasing revenue by generating sales for the remaining inventories at The Aga Hall Estate

## **Marketing Objective**

Driving awareness for The Aga Hall Estate Project so that home-seekers from all communities can be open to buying a high-ticket luxury property in South Bombay

## **Digital Objective**

Driving awareness via branding-based campaigns  
Increasing consideration by generating high-quality leads via online digital platforms

# Project & Location Overview

# Project & Location

- **Project name:** The Aga Hall Estate
- **Developer:** Aga Khan Development Network
- **Product** – 1.5, 2 and 3 BHK
- **Project area:** 3.96 acres
- **Location** – Nesbit Road, Mazgaon, South Mumbai
- **Ticket Size** - Starting from Rs. 3.75 Cr.\*
- **Tower:** 2 towers (East: 47 Floors & West: 54 Floors)
- **Configuration:** 660 Sq.Ft. - 1404 Sq.Ft.
- **Amenities:** 20+ amenities, bifurcated as indoors & outdoors
- **Sustainability:** IGBC Platinum Pre-certified, LEED & EDGE certified



# Project Highlights

- One of the most prime locations in Mumbai.
- High-rise towers in a heritage site: Balance of culture & future.
- Thriving neighborhood full of all conveniences, leisure, indulgences and daily essentials.
- Stunning and unrestricted views of the Arabian Sea and Mumbai Skylines
- 3% of total area is reserved for recreational purposes.
- Thoughtful landscaping and layout planning throughout the project
- Sustainable architecture with energy efficient features
- The architectural design applies passive design measures such as optimized orientation
- Preliminary EDGE Advanced Certificate from Green Business Certification Inc. (GBCI).
- Access to energy management, Landscaping & Tree Planting, Solid Waste Management And Disposal, Storm Water Drains, Sewage Treatment Plant.



# Market Overview



# Area Analysis

- This belt is still in early stages of growth. Golden opportunity for investment.
- Mazgaon is situated in the south of Mumbai. It is part of the seven islands that originally made up the city.
- Excellent connectivity by train and road transport
- The area is connected to:
  - CSMT Station: 3.5km approx.
  - Bandra: 13.5 Km
  - Fort: 4.7 Km
  - Upcoming MTHL: 5.8 Km
  - Airport: 19 km to airport
  - Eastern Express Highway and Eastern Freeway



# Competitor Analysis

Aspect	AGA Hall	Piramal Aranya	Monte South	Planet Godrej	Salsette 27
<b>Configuration</b>	1.5, 2 & 3 BHK	2, 3 & 4 BHK	2, 3 & 4 BHK	2 & 3 BHK	2 & 3 BHK
<b>Developer</b>	AKDN	Piramal Realty	Marathon Realty & Adani Group	Godrej Property	Peninsula Land Ltd.
<b>Location</b>	Mazgoan, South Mumbai	Patanwala Marg, Byculla East	Byculla, South Mumbai	Mahalaxmi Mumbai	Byculla, South Mumbai
<b>Pricing</b>	Rs.3.75 Cr+	Rs.3.67 Cr+	Rs.3.33 Cr+	Rs. 5.25 Cr.	Rs.4.85 Cr+
<b>Carpet area</b>	660.00 sq.ft. - 1404 sq.ft.	762.00 sq.ft. - 1092.00 sq.ft.	856.00 sq.ft. - 1699.00 sq.ft.	Starting from 1012 Sq.Ft.	759.00 sq.ft. - 1173.00 sq.ft.
<b>Possession</b>	June'29	Dec'24	Dec'23	RTMI	RTMI
<b>Amenities</b>	1.Gymnasium	1. Clubhouse	1. Clubhouse	1. Clubhouse	1. 25+ sustainable living feature
	2. Badminton Court(s)	2. Yoga Hall	2. Cabana	2. Outdoor tennis court	2. Clubhouse
	3.Kids' Play Areas / Sand Pits	3. Fitness center	3. Kids play area	3. Swimming Pool	3. Natural Pond
	4.Jogging / Cycle Track	4. Picnic and event area	4. Jain Temple	4. fitness centre	4. Byculla Club with breakfast
	5.Snooker/Pool/Billiards	5. Kids play area	5. Gym	5. Gum	5. Inhouse Lap Pool
	6. Swimming Pool	6. Library/reading area	6. Sports court	6. kids play area	6. Sports Avenue
	7.Squash Court	7. Family Pool		7. flower Garden	7. Jain Temple
	8. Yoga Areas	8. Recreational area			
	9. Table Tennis	9. Indoor games			
	10.Snooker/Pool/Billiards	10. Jogging Track			
	11. Dance Room	11. Squash court			
	12. Spa	12. Amphitheatre			
	13. Normal Park / Central Green	13. Cricket Field			

**So, What Are We  
Finding The Solution For?**

# The Problem and Solution

Concerns with regards to the high ticket-value of the inventory

- **Solution:** Bring out the value aspect via the communication routes and branding campaigns

Unable to attract buyers outside of the current Ismaili community

- **Solution:** Position the project as a super-luxury property, that is open to people from all communities, by focusing on high-quality living + location heritage

**... And Who Do We Target?**

# Target Audience

## Demographics

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- **Age:** 35-65+
- **Gender:** Male/ Female
- **Location**  
Primary Location: Mumbai  
Secondary Location: GCC, Singapore, UK
- **Occupation**  
CXO's, Business Owner, Founder, VPs, Manager, Head of department Directors, MDs
- **Annual Household Income:** 1 Cr above SEC A1

## Psychographics

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- Affinity towards luxury
- Seek snob value
- Appreciate brand association with self
- Aspirations to own a premium address
- Social activities
- Active social life
- Seek a holistic and well-connected lifestyle

## Buying Triggers

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- Family home
- Apartment upgrade.
- Well-connected location
- Looking for property investment (especially Mumbai and tier 1 audience)

# Way Forward

Communication Route



# Project Elements

The heritage location of the estate + Mazgaon neighbourhood

The liveability quotient owing to the connectivity of the project and social infra

Old Bombay charm + SOBO identity

Offering of exclusive luxury through the sheer size of the residences and range of indulgences

Magnificent views from the property

Elite community living

# Arriving at the Thought Positioning

- The Aga Hall Estate, the neighbourhood and the location of Mazgaon, South Mumbai all occupy a special place in the hearts of its residents.
- Multiple generations have already grown up here living the quintessential 'SoBo' lifestyle which is otherwise envied by others.

Essentially, Aga Hall Estate stands tall on the foundation of its:

Rich  
Heritage

Vintage  
old  
Mumbai  
charm

New-Age  
Comforts

# Arriving at the Concepts

While devising the concepts for the Aga Hall Estate, we had to capture the essence of the legacy, the lifestyle and the luxuries that are characteristic to this landmark. We, therefore, have come up with three thoughtful routes :

Iconic Lifestyle Destination

Grand Lifestyle

Maintaining its Cultural  
Significance

# Concept 1

Discover the Rare Blend of  
**Heritage. Vintage. New Age.**  
In South Mumbai

## **The Aga Hall Estate**

1.5, 2 & 3 Bed High Rise Residences from 3.75 Cr.  
Nesbit Road, Mazgaon

### **RTB:**

175-year-old Heritage Property | Two High Rise Towers | 20+ Exclusive Experiences | Stunning Views | Contemporary Architecture



Discover the rare blend of  
**HERITAGE. VINTAGE. NEW AGE.**  
— IN SOUTH MUMBAI —



THE AGA HALL  
ESTATE  
MUMBAI

1.5, 2 & 3 Bed  
High Rise Residences from ₹3.75 Cr.

NESBIT ROAD, MAZGAON

175-Year-Old Heritage Location | 20+ Exclusive Experiences | Stunning Views | Liveliest Neighbourhood





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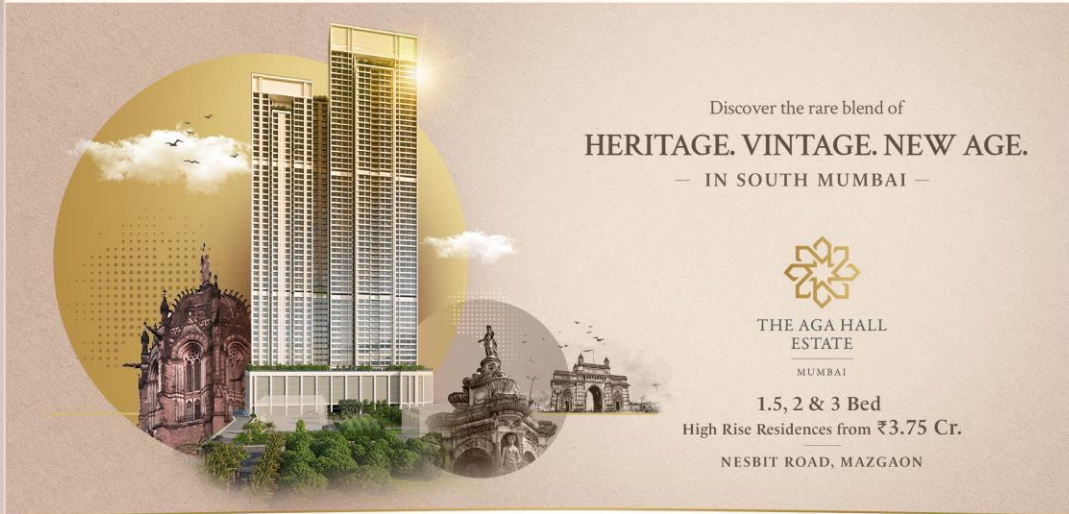
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175-Year-Old Heritage Location | 20+ Exclusive Experiences | Stunning Views | Liveliest Neighbourhood

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**The Aga Hall Estate**

Ad Mockups | 1.5, 2 & 3 Bed High Rise Residence...

Download



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175-Year-Old Heritage Location | 20+ Exclusive Experiences  
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Aga Hall Estate 1.5, 2 & 3 Bed High Rise Residences from 3.25 Cr.

Nesbit Road, Mazgaon

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## Concept 2

# An Icon, *for* the Icons

South Mumbai's Landmark Of Luxury

## **The Aga Hall Estate**

2 & 3 Bed Residences from 3.75 Cr.

Nesbit Road, Mazgaon

### **RTB:**

175-year-old Heritage Property | Super-spacious Residences | 20+ Exclusive Experiences | IGBC  
Pre-certified Green Building | Stunning Views | Contemporary Architecture



# AN ICON, *for* THE ICONS

SOUTH MUMBAI'S LANDMARK OF LUXURY



THE AGA HALL  
ESTATE

MUMBAI

**1.5, 2 & 3 Bed High Rise Residences from 3.75 Cr.**

Nesbit Road, Mazgaon

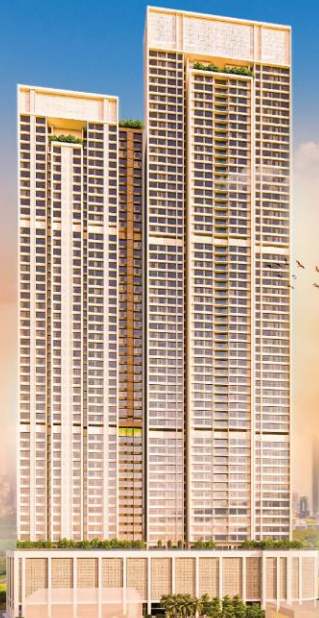
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175-year-old Heritage Property | 20+ Exclusive Experiences  
Stunning Views | Liveliest Neighbourhood



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Nesbit Road, Mazgaon

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# Concept 3

Legacy. Luxury. Lifestyle.

Come, embrace

## The **Spirit of South Mumbai**

### **The Aga Hall Estate**

2 & 3 Bed Residences from 3.75 Cr.

Nesbit Road, Mazgaon

#### **RTB:**

175-year-old Heritage Property | Super-spacious Residences | 20+ Exclusive Experiences | IGBC  
Pre-certified Green Building | Stunning Views | Contemporary Architecture



LEGACY. LUXURY. LIFESTYLE.

*Come, Embrace*

THE SPIRIT *of* SOUTH MUMBAI



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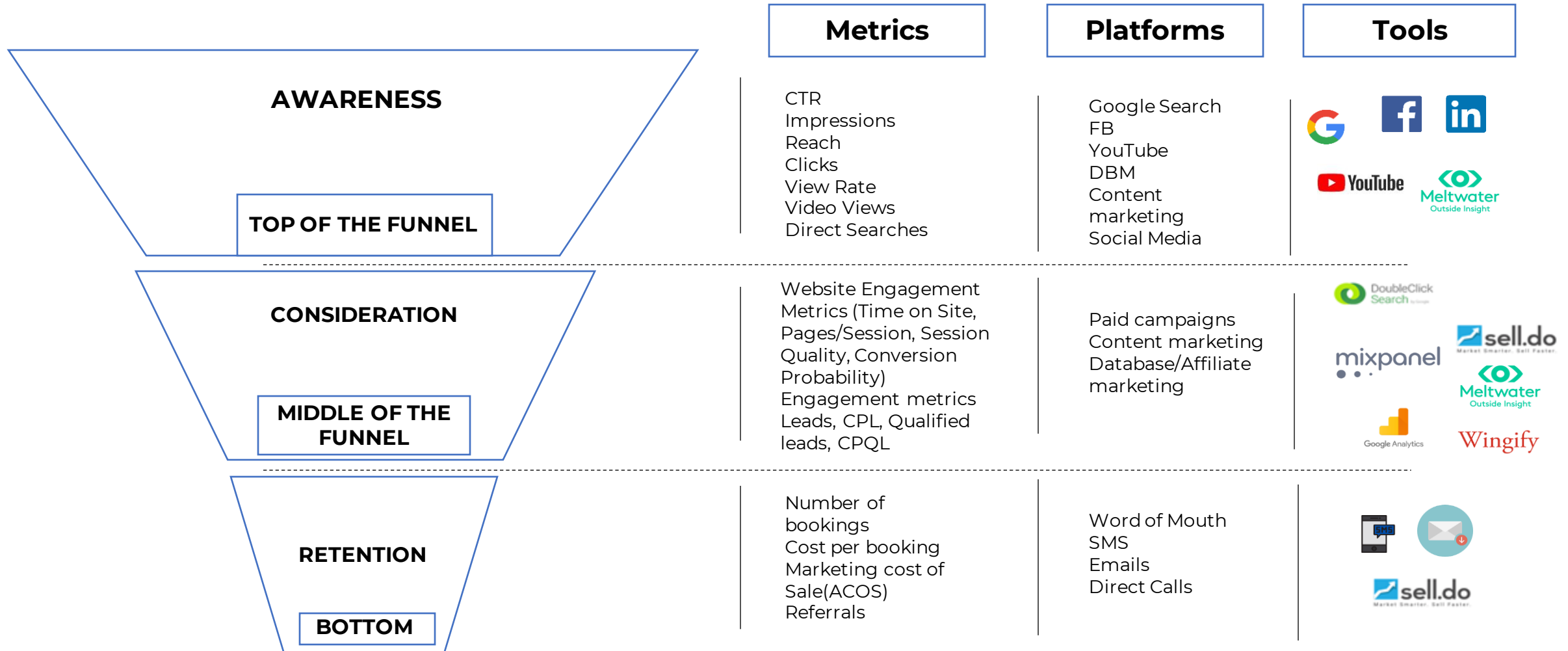
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# Way Forward

Media Route

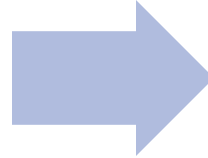
# Digital Marketing Strategy



# Phase-wise Strategy

Branding Phase  
(10 days) + **Growth Experiment**  
for 15 days

- **Objective:** creating maximum awareness
- **Channels:** Digital (Branding)
- **Activities:** Native + Search + Push + Video campaigns + Programmatic
- **Budget:** Rs. 21,00,000



Performance + Branding  
Phase  
[80 days (including 50 days  
of Branding)]

- **Objective:** Generating Leads + creating TOMA for the brand repositioning
- **Channels:** Digital (Leadgen + Branding)
- **Activities:** Digital Campaign + Search + Portal Activation + Remarketing + Lookalike + Nurturing
- **Budget:** Rs. 54,00,000

# Media Spends Funnel Breakdown

Funnel Calculations	
Avg. Ticket Size	55,000,000
Target Units	7
Revenue	385,000,000
Budget	7,500,000
CPL	3,066
Leads	2,446
Q.leads	294
S.V.S	147
S.V.C (walkin)	73
Cost per Walkin	102,200
Bookings	7
Cost Per Booking	1,135,556

→ 2% of Revenue

→ 12% of Leads

→ 50% of QL

→ 50% of SVC

Click here to view the complete plan

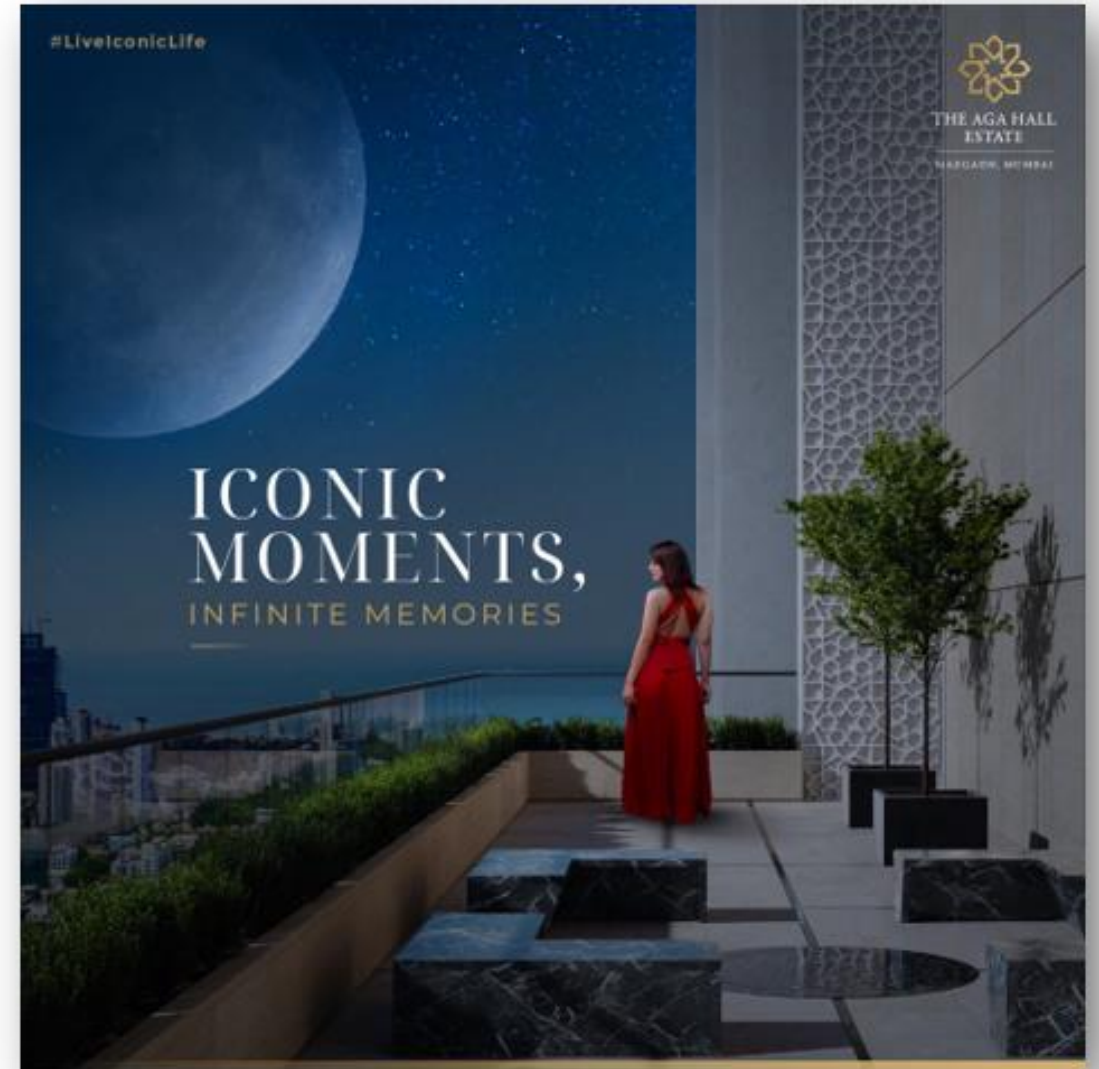
[Media Plan](#)



# Our Growth Marketing Experiment

<b>Experiment Level</b>	<b>Communication based</b>
<b>Objective</b>	To understand the level of communication that shall cater the maximum leads by brand re-positioning
<b>Exact Experiment</b>	<p>Amplify whichever communication route from below shows more traction for our campaign.</p> <ul style="list-style-type: none"><li>• <b>Legacy Aspect + Heritage and Lifestyle</b></li><li>• <b>Location based communication</b></li></ul>
<b>KPIs</b>	<p><b>TOFU metrics</b></p> <ul style="list-style-type: none"><li>• CTR, Impressions, Reach, CPC</li></ul> <p><b>MOFU metrics</b></p> <ul style="list-style-type: none"><li>• Website Engagement Metrics (Time on Site, Pages/Session, Session, Quality, Conversion)</li><li>• CPL, CPQL, Leads to bookings</li></ul>

# Sample Social Media Creatives





**Thank You**