



Marketing Strategy

Topics of Discussion

- Objective
- Target Group
- For the Brand
 - Brand study
 - Brand Architype
 - Brand content buckets
 - Brand Creatives
- For the Project – Aundh Renaissance
 - Market Analysis
 - Our Preposition
 - SWOT Analysis
 - Project brand ladder
 - Campaign Concepts
- Marketing
 - Media Plan for branding and performance
 - Social media strategy

Objectives



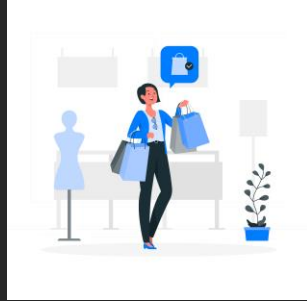
To develop recall with brand story telling. Increase project awareness so as to increase sales velocity.

Understand TG Psychography | Establish Brand Recall | Get Good MROI

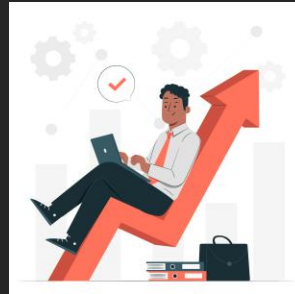
Target Group Personas



END CONSUMERS
(HOMEBUYERS)



END CONSUMERS
(SHOPPERS)



INVESTORS
**(INVESTORS FROM
INDIA & NRIs)**



ENTREPRENEURS
**(FOR RETAIL &
COMMERCIAL)**



PARTNERS
**(BUSINESS PARTNERS,
ARCHITECTS, CHANNEL
PARTNERS, CONTRACTORS)**

The Brand

Brand Study

- **Purpose:**

- To bring in a new wave of real estate development where value addition and quality matters most.

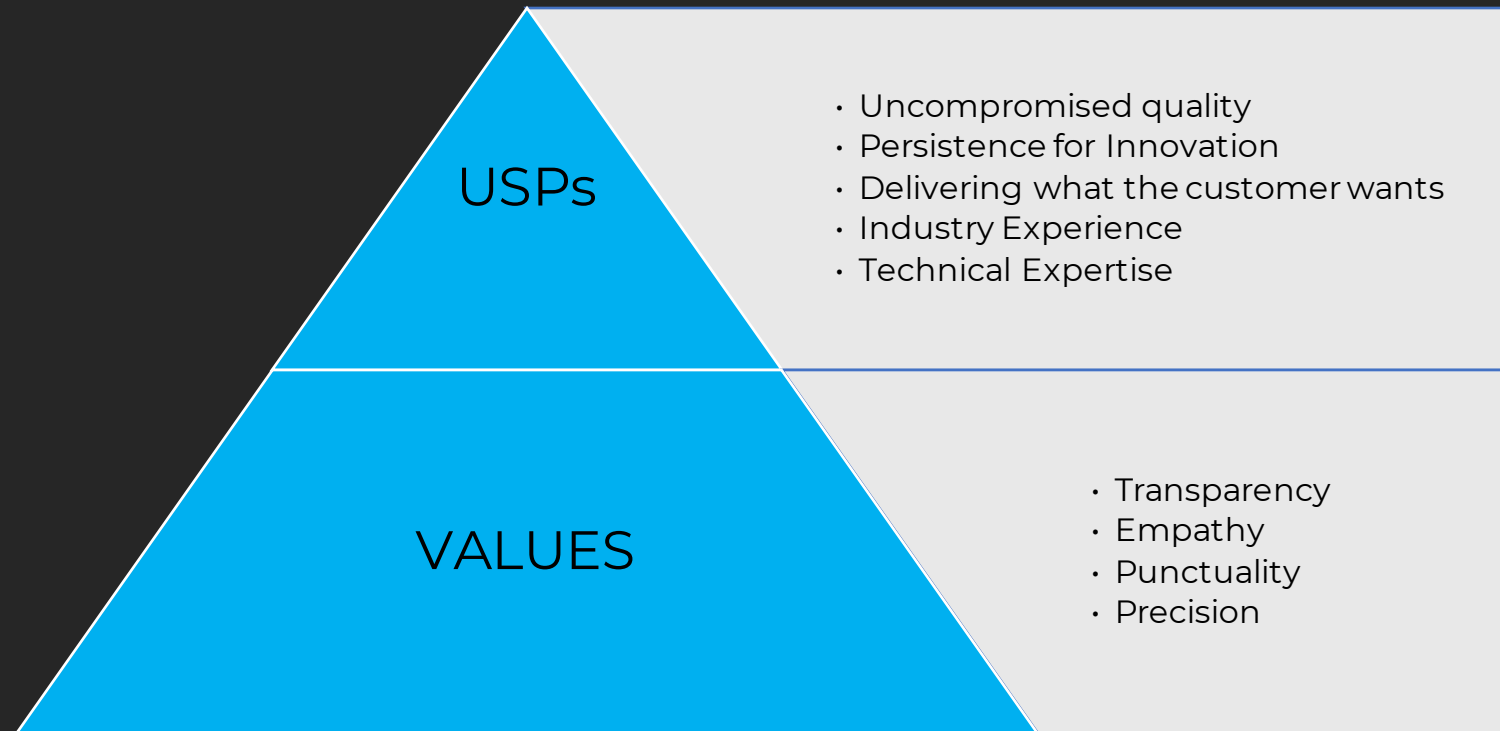
- **Vision:**

- To create fully-equipped and structurally smart spaces that improve the quality of life & business.
- To become a name that is synonymous with trust & transparency.

- **Mission:**

- To raise the bar in quality real estate construction and build not just aesthetically beautiful, functionally sound and technologically adept, but also meaningful edifices to Pune's skyline.

How Are We Different?



Brand Archetype

A brand archetype is a **representation of your brand as a persona**. Archetypes are essentially what **transform your business into a brand**. The idea behind creating your archetype is to build a brand story and create an emotional connection with your target audience.

| PRIMARY | SECONDARY | TERTIARY |
|---|--|---|
| LEADER-CREATOR | FACILITATOR-MAGICIAN | MENTOR-SAGE |
| <p><u>Why</u></p> <p>VB Ventures is driven by quality and innovation. In the world of brands harping about age-old legacies, our brand stands out as one that's young, tech-savvy, yet innovative. Essentially, VB Ventures stands out as brand that's redefining real estate in its own way.</p> | <p><u>Why</u></p> <p>VB Ventures tries to deliver projects that add meaning or value to the buyer's lifestyle, making VB Ventures the people's developer. Furthermore, they turn homebuying or property buying dreams into reality through innovation.</p> | <p><u>Why</u></p> <p>The brand functions as more than just a developer, but as a guide towards informed property buying. While doing this, the brand is constantly experimenting with new trends and practices.</p> |

Content Propagation Stages

- BRAND AWARENESS
 - Buildup blogposts around VB Ventures presence and portfolio
 - Offline ideas
 - Social media series
 - Large-scale video propagation
 - Brand film
 - Vikas Bhatewara's thought leadership
 - Testimonial videos
 - Employee videos
- PROJECT
 - Full-fledged paid ad campaigns with new concept (brand and project focused)
 - Remarketing ads
 - Video promotions
 - Offline promotions

Content Buckets – Brand Based

Brand Stories

- Values & philosophy
- Leadership
- Services
- Processes
- Customer experiences

Benefit: Recall and connect with the brand

Why VB Ventures?

- Reviews
- On time delivery
- Ready infra
- Quality of construction

Benefit: Conviction about the brand with reason to believe

01

02

03

04

Key Locations

- Selection of localities
- Attention to detail

Benefit: Conviction about the hotspot where most of our projects are located

Project Story

- Thought process behind each project

Benefit: Understand the project offerings

Content Buckets - Detailed

| PILLARS | WHAT WILL BE COVERED |
|--------------------------------------|--|
| New-age real estate | <p>Most brands talk about rich legacy through years of experience, we will talk about:</p> <ul style="list-style-type: none">• Expertise• Innovative approach to real estate brought in by VB VENTURES• Quality and value addition• How our spaces are complete in every sense• How every residence offers genuine luxury to its occupants |
| Leadership | <ul style="list-style-type: none">• Thought leadership content built around Mr. Vikas Bhatewara• Property insights, trends |
| Landmarks & Locations | <ul style="list-style-type: none">• Residential• Commercial• What will a quintessential VB Lifestyle look like?• Project updates |
| Values & Brand Philosophy | <ul style="list-style-type: none">• Vision-Mission• Values & Philosophy |
| Services | <ul style="list-style-type: none">• New constructions• Redevelopment• Construction solutions• Any other services we would want to highlight |

Content Buckets - Detailed

| PILLARS | WHAT WILL BE COVERED |
|--|---|
| Customers & Communities | <ul style="list-style-type: none">• Homebuyer experiences• Communities at existing VB projects |
| Technology & Innovation | Innovations in <ul style="list-style-type: none">• Construction technology• Project planning• Architecture• Customer experience (actual & virtual site visit experiences, sales interactions, etc.) |
| The talent pool (People at VB VENTURES) | <ul style="list-style-type: none">• Work culture• Employee stories• Events |
| Redevelopment | <ul style="list-style-type: none">• Processes & practices• Quality assurance• Expertise• Transparency• Portfolio of redeveloped projects |

Brand Uplift Strategy



Specific to Interior – Tie up with these influencers for interiors of our luxury projects

- Manish Malhotra / Sabyasachi Mukherjee
- Gauri Khan



Celebrity tie-ups creating an authentic brand persona around "Real Luxury"

- Aishwarya Rai
- Ratna Pathak Shah
- Neetu Kapoor
- Anil Kapoor
- Aditi Rao Hydari

The Brand - Campaign Concepts



WE BUILD CONCRETE IDEAS

Driven by Quality, Integrity, and Innovation

RESIDENCES | COMMERCIAL SPACES | REDEVELOPMENT | CONSTRUCTION SOLUTIONS

Quality – Driven Management | **18** Completed Projects | **10 Lac** sq. Ft. Area Delivered | **12+Years** Served



V B FOR YOU

NEW-AGE SPACES, CENTERED AROUND YOU

RESIDENCES | COMMERCIAL SPACES | REDEVELOPMENT | CONSTRUCTION SOLUTIONS

Quality – Driven Management | **18** Completed Projects | **10 Lac** sq. Ft. Area Delivered | **12+Years** Served

VB | **VIKAS
BHATEWARA**
VENTURES

AUNDH RENAISSANCE

3 & 4 BHK HOMES @ PARIHAR CHOWK

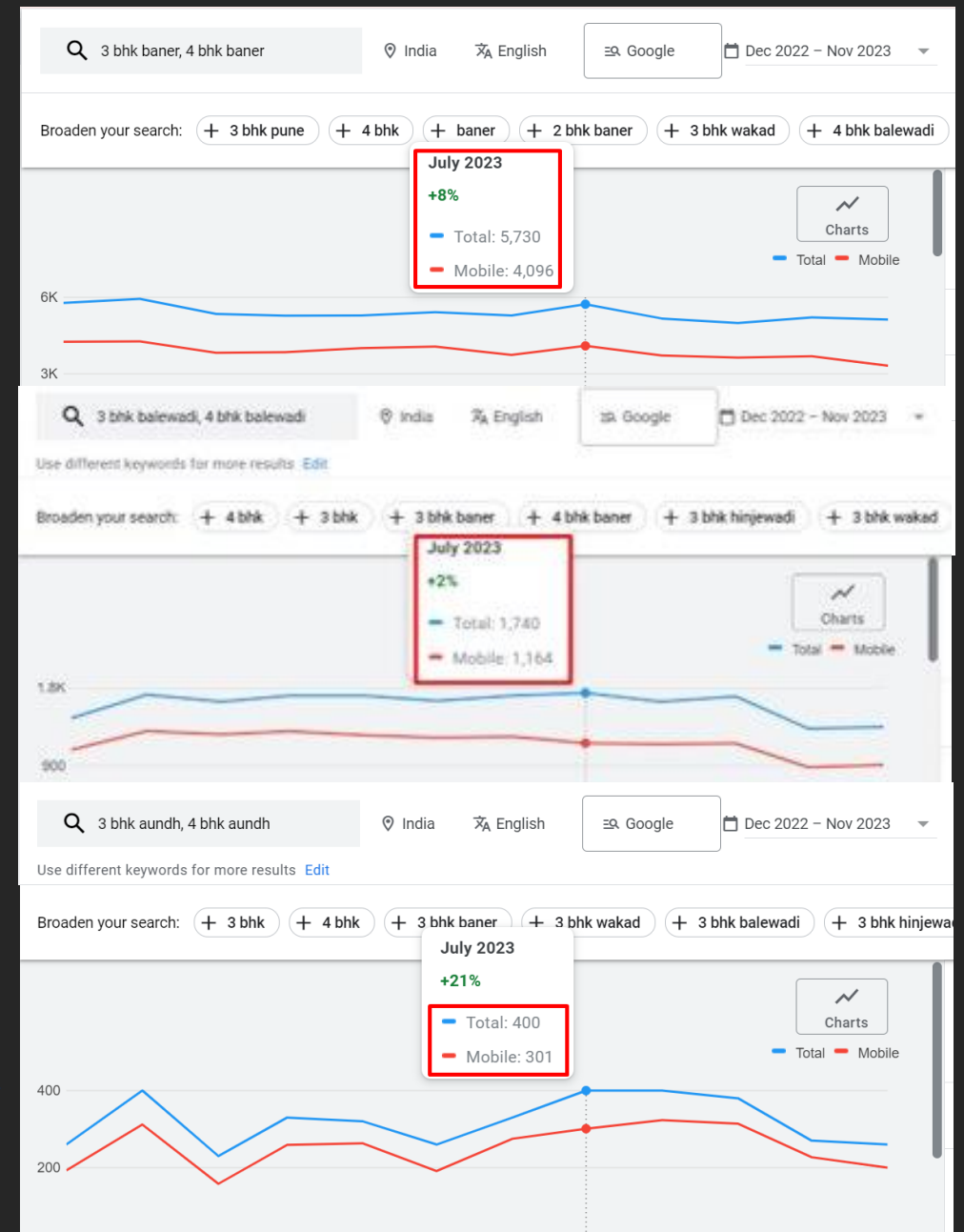
Current Scenario

- Average monthly site visit: 40
- Average conversion ratio: 2%
- Current velocity 1-2 units/ month

Objective: To re-launch the product into the market & increase sales velocity.
Target selling 12-15 units in first 3 months

Pull Market Analysis

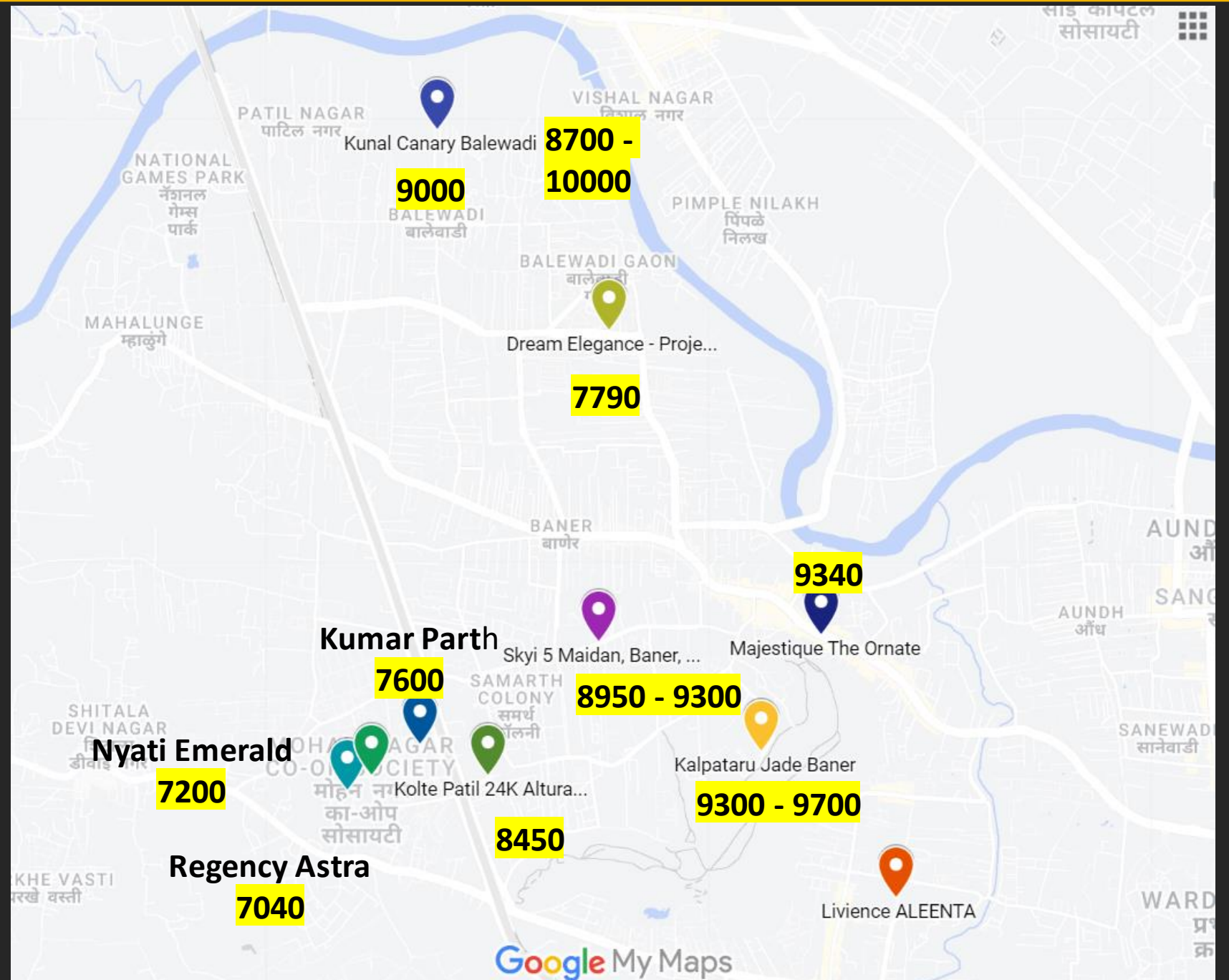
- Data from search volume across Google reflects the preference shift towards Baner – Making it the most preferred luxury real estate destination in West Pune.
- The trickle-down demand is seen in Balewadi, due to the rapid appreciation of Baner.
- Aundh, due to lack of inventory/ land parcel plus no input in advertising seems to have lost in preference despite being a more central location with elite community.



Competitor Analysis

| Projects | Configuration | APR |
|--------------------------------|--------------------------|-------|
| Yashada Jubilee | 2, 3 , 4 BHK Apartments | 9700 |
| Skyl 5 Maidan | 4 BHK | 9000 |
| Majestique Ornate | 3, 4 BHK Apartments | 9800 |
| Kalpataru Jade | 3.5 BHK Apartments | 9500 |
| Livience Aleenta | 3, 4, 4.5 BHK Apartments | 8700 |
| Nirman Nirvana (Baner) | 3 BHK Apartments | 10000 |
| Roham Ekam | 2, 3, 4 BHK | 8900 |
| ANP Universe | 3 & 4 BHK | 9500 |
| Kasturi The Balmoral Riverside | 3 & 4 BHK | 9700 |
| Kunal The Canary | 2, 3 & 4 BHK | 9000 |
| VJ Palladio Balewadi Central | 2, 3 & 4 BHK | 8800 |
| VJ Portia Grande | 3 & 4 BHK | 9700 |

APR Rate Map



Market Analysis – Buyer's Preferences

- **West Pune's Prime Real Estate Choices** - In West Pune, discerning homebuyers prioritize strategic locations with Balewadi Riverfront, Pancard Club Road, and Aundh standing out. Pancard Club Road is the preferred choice, followed by Balewadi and then Aundh, reflecting the trend in real estate transactions.
- **Aundh's Unique Position** - Aundh's real estate potential is underscored by its premium location. However, the development is curtailed by limited open space, leading buyers to seek properties that offer expansive layouts with lifestyle amenities.
- **Understanding the Local Buyer** - Our analysis indicates a local buyer who prioritizes a well-situated home over extensive amenities. They value a connection to the community and the convenience of established neighborhoods.

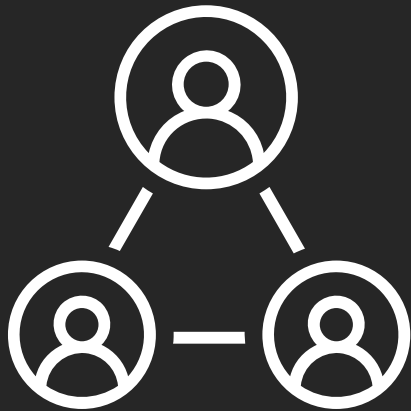
Market Analysis - Locality Sales Velocity

| Purchaser Micromarket | Count |
|-----------------------|-------|
| Aundh | 47 |
| Mumbai (MMR) | 6 |
| Pimple Saudagar | 5 |
| Baner | 5 |
| Model Colony | 4 |
| Range Hills Pune | 3 |

| Age | Count |
|-------|-------|
| 26-30 | 11 |
| 31-39 | 22 |
| 40-49 | 28 |
| 50-59 | 21 |
| 60-70 | 19 |
| 70+ | 6 |

- The primary interest for the luxury project comes from Aundh, with a significant number of potential buyers (47). Other areas like Mumbai, Pimple Saudagar, Baner, Model Colony, and Range Hills in Pune also show interest, but to a lesser extent.
- The age data suggests a wide age range of potential buyers, with a particular concentration in the middle-aged groups (31-49 years). This age group often represents individuals who are well-established in their careers, possibly with higher disposable incomes, making them a suitable target for luxury real estate projects. The presence of older age groups (50-70+ years) also indicates interest from those who might be looking for comfortable, high-end living options during their retirement years or as a second home.

Target Group



- **Age:** 32 – 60
- **Primary Market:** Aundh, Baner, Balewadi, Central Pune, Pimple Saudagar
Secondary Market: Rest of Pune, Mumbai, NRI
- **Spending Power:** Has disposable income, chases luxury
- **Desire:** Central location, Perception of luxury, Social circle, Community bias
- **Influence:** Family, Social Circle, Lifestyle
- **Profession:** CXOs, MD, Sr. Managers, CA, Lawyers, IT professionals, Businessmen
- **Income Range:** Family annual income upwards of 40 Lac/
Property against property upgrade buyer

SWOT Analysis

STRENGTHS

- Location – Aundh has premium perception specially for the local buyer.
- Architecture is unique with aesthetic elevation
- Layout is good with right sizes for the market.

WEAKNESS

- Lack of open space amenities.
- Small plot & single tower.
- Compared to the competitors, we need to ramp up the brand value.

Opportunity

- Lack of inventory in Aundh local – only a few redevelopment projects are in the market with no pipelined launches.
- Advance construction stage – we can deliver possession before competitors

THREATS

- Location preference varies for cosmopolitan buyer.
- Lack of Channel partners working with focus on Aundh due to lack of inventory in the market. Focus is on project where their AOP is signed.

Our Proposition



Our project in Aundh is built on three core attributes:

- **Prime Location:** A prestigious and accessible neighbourhood.
- **Intelligent Layout:** Spaces designed for elegance and practicality.
- **Distinctive Architecture:** Standout designs offering a luxurious living experience.

We offer more than a home; we promise a living space that defines the essence of luxury and comfort.

Brand Ladder

| Pillars | Features | Functional | Emotional |
|-----------------------|---|--|--|
| Location | Prime and Affluent Location of Aundh | Connectivity To Key Locations, Renowned educational institutions, medical facilities, eateries, shops, and amusement centers. | Sense of comfort because of being at a prime address and having easy access to friends/family, hangout spots and more . Sense of pride of owning a home in one of the most affluent neighbourhoods of Pune. |
| Architecture & Layout | Spacious Residences, Aesthetic Architecture | European architecture inspired from Renaissance period | Aesthetic appeal Inspired feeling |
| Lifestyle | 15+ Modern Indulgences Amenities for all age groups Owning a property at a prime location is itself a luxury. | Amenities -All Leisure, fitness, Recreational, Sustainable and other amenities are provided. | Sense of excitement and having a good lifestyle to follow |
| Residences | Planned and designed by expert architects & master planners. Offers Spacious 3 & 4 BED residences | Better layouts 3 Balconies Returns: Future investment. Higher resale value | Pleasure and satisfaction of owing a premium property at a prime most location |
| Brand credibility | Project by well-known VB Ventures | Assurance of quality and timely delivery | Feeling of trust & credibility that comes from being affiliated with a reputable brand |



AUNDH

MORE THAN A LOCATION, IT'S AN EMOTION

AUNDH RENAISSANCE

3 & 4 BHK HOMES @ PARIHAR CHOWK

3 & 4 BHK Homes From
₹2.2 Cr Onwards
Parihar Chowk, Aundh

SERENE ENVIRONMENT | 40+ MODERN AMENITIES | CITYSCAPE VIEW | ROYAL ARCHITECTURE

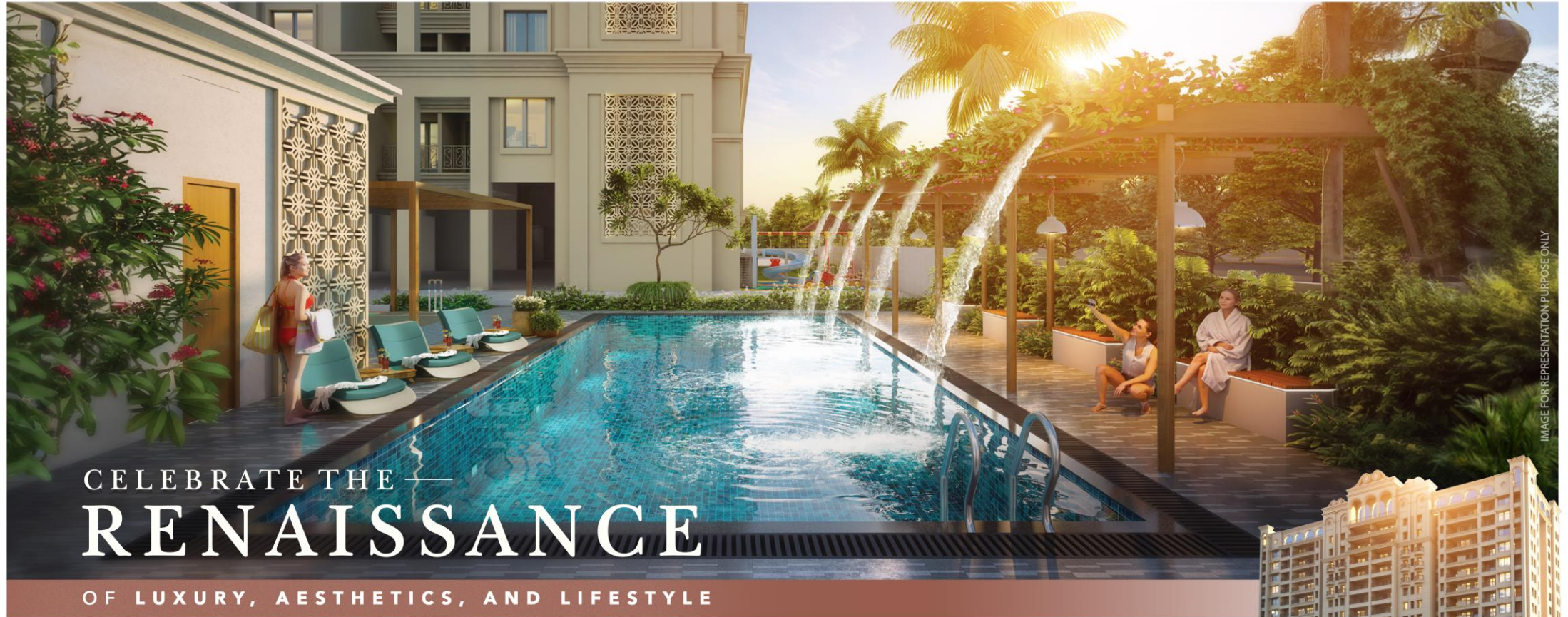


IMAGE FOR REPRESENTATION PURPOSE ONLY

CELEBRATE THE
RENAISSANCE

OF LUXURY, AESTHETICS, AND LIFESTYLE

**AUNDH
RENAISSANCE**
3 & 4 BHK HOMES @ PARIHAR CHOWK

3 & 4 BHK Homes From ₹2.2 Cr Onwards | Parihar Chowk, Aundh
40+ MODERN AMENITIES | CITYSCAPE VIEW | ROYAL ARCHITECTURE



Content Buckets – Project Based

Aundh Based

- Why is this a strategically located project
- Conveniences nearby
- Ready infra

Benefit: Offerings in the best location for people who want upgrades in this location

01

02

03

Architecture & Specifications

- What is exclusive about the aesthetic architecture
- The uniqueness it adds to one's life
- Brands used for fittings
- Other details

Benefit: Aesthetic appeal

Lifestyle based

- Amenities
- Health and wellness
- Interiors
- Open spaces

Benefit: Aspirational value about the lifestyle

Campaign Plan

Campaigns Phases

Week 1-2

- High frequency digital campaigns to targeted localities and interest groups
- Brand communication and project introduction
- Brand Hoardings for 30 days
- Project hoardings
- Social media and influencer campaign to increase reach
- Performance campaigns to capture leads

Week 3-8

- Continue with high frequency performance campaigns and optimize based on weekly performance
- Shift focus to project
- Use same influencers to talk about project and use in ads
- Focus on both product and brand validators
- Project hoardings
- Social media and influencer campaign continues talking about product and validators

Week 9-12

- Continue with high frequency performance campaigns and optimize based on weekly performance
- Brand communication only for presence
- Project hoardings only on key locations
- Lead remarketing and nurturing
- Social media and influencer campaign to increase reach
- Performance campaigns to capture leads

Week 13 onwards

- Shift to sustenance campaigns only on performing mediums
- Continue with brand and project based social media
- Continue with lead nurturing and remarketing
- Keep specific locality hoardings only

How?

Propagation Channels

Posts around brand values

Videos/reels

Thought leadership series

Blog post promotions

Customer testimonials

Informative posts around property buying & investing

Specific series around commercial real estate

Work culture posts

Event updates

Awards & accolades

Celebrity videos

Media Plan - Approach

| Phase | Duration | Objectives | How do I do it? | Platforms | Ad Formats | Call To Action | KPIs |
|----------|---|-----------------------------------|--|--|---|--|---------------------|
| Branding | 60 Days (Branding campaigns will start 10 days prior to Lead gen campaigns, with 20% of branding budgets being utilized here, to gain maximum SOV) | Brand Awareness | - Branding campaign | - Google Ads (Search & Display/Discovery) - Facebook (Reach and Frequency) - Native Ads | | Learn More | CPM, CPC |
| Lead Gen | 90 Days | Lead Gen Campaign (All Platforms) | - Portal Activation - Conversion-based campaigns - Remarketing campaigns - Lookalike Audience Targeting - Location: Pune | - News and Business site - Google Ads (Search & Display/Discovery) - Facebook (Lead Generation/Conversions) - Programmatic Platforms - Native Ads - Portal Activities | - Text ad - Responsive Search Ads - Dynamic Search Ads - Banner Ads/GIFs/Video ads - Carousel / Canvas Ads - Image Ads - Aggregators Listing - Emailer | Enquire Now Learn More Get Quote | CPM, CPC, CPL, CPQL |

Digital Budgets

| Performance Campaign | | Branding Campaign | | Total | |
|----------------------|-----------|-------------------|-----------|--------------------------|------------------|
| Budget | 26,90,000 | Budget | 2,50,000 | Budget | 29,40,000 |
| Leads | 1,264 | Impression | 68,13,853 | Leads | 1,264 |
| CPL | 2,128 | CPM | 37 | CPL with Branding | 2,325 |

| Funnel Calculations | |
|------------------------|--------------------|
| Ticket Size | 2,50,00,000 |
| Target Units | 6 |
| Revenue | 13,20,00,000 |
| Budget (INR) | 29,40,000 |
| Est. CPL (INR) | 2,325 |
| Leads | 1,264 |
| Q.leads | 354 |
| S.V.S | 177 |
| S.V.C (walkin) | 97 |
| Cost per Walkin | 30,199 |
| Bookings | 6 |
| Cost Per Booking (INR) | 4,95,000 |

Overall Advertising Cost

| Booking Source | Count |
|-----------------------|-----------|
| Digital | 6 |
| Direct | 3 |
| CP | 6 |
| Total Bookings | 15 |

- Estimated at 7% conversion ratio on-site.
- Approach will be dynamic based on week on week review & market trend.
- Consideration period in Jan-Mar 2024

| Marketing Medium | Media Plan - 3 month | | |
|--------------------------|-------------------------|---|-----------|
| | | Total Bookings | 15 |
| | Average Agreement Value | 22,000,000 | |
| | Total Revenue | 330,000,000 | |
| | Detailed Bifurcation | Marketing Activity | Expense |
| Digital | Social Media Marketing | Detailed bifurcation in previous slides | 2,900,000 |
| | Property Portal | Hygiene Presence on 99 acres, Housing.com | 300,000 |
| Brand Marketing | Campaign Ambassador | Take on a reputed campaign ambassador to deliver information with a right approach & uplift brand presence. | 500,000 |
| ATL | Local Leaflet Drops | High frequency leaflet drops covering nearby target geos like Aundh, Sangvi, Pimple Nilakh, Baner, Balewadi | 150,000 |
| | Hoardings | OOH presence in target geos - Aundh, University Road, SB Road, Baner, Balewadi, Highway | 2,000,000 |
| | Pole Kiosk | Continuing existing presence in local micromarket | 300,000 |
| CP Activation | Pune CP Meet | Inviting brokers for product & incentive announcement | 300,000 |
| Total Advertising Budget | | | 6,450,000 |
| Advertising Cost | | | 1.95% |

Social Media Strategy

Current Scenario – Personal Profile

| Platform | Followers | Current Analysis |
|-----------|----------------|--|
| LinkedIn | 33 Connections | Both platforms need to be optimized, and activities need to be started |
| Instagram | 149 followers | |

- The profile has the **potential to establish a larger connection base**
- **No activities have been done** on the profile which can be the reason for low connection base
- **Leaders from the same industry** are **leveraging on different type of content** that has **helped them establish them as a thought leader on LinkedIn**
- A major learning from the analysis is that the audience engages with personalised & opinion-based content leveraged by other personnel, we can accordingly set our profile tonality in a similar space

Personal Branding

- To begin with we need to **optimize the social profile**. Updating profile details and adding achievements, endorsements, professional profile picture, etc.
- **Executing personalized communication** to build strong presence and gain followers' base
- The content bucket will contain both **informative and personalized, such as industry insights trending topics or news updates**
- Positioning as a **thought leader** by sharing POV and articles featuring Mr. Vikas Bhatewara



VIKAS BHATEWARA

Founder, Director at VB Ventures

Talks about #realestate, #development, #innovations, #familybusiness, and #authenticleadership

About

Founder & Director of VB Ventures, a dynamic force in the business realm. With over two decades of cumulative industry experience, Vikas Bhatewara is a seasoned Real Estate entrepreneur. Passionate about shaping innovative ventures and leading with a vision to redefine the landscape.

 **Director**
Keystone Realty
Dec 2010 - Present · 13 yrs 1 mo
Pune

 **Founder, Director**
VB Ventures
Apr 2010 - Present · 13 yrs 9 mos
Pune

VB Ventures is one of the emerging construction company in Pune. Headed by the Director Mr. Vikas Pukhraj Bhatewara, the company aims to become one of the top real estate developer in Pune by raising a ba ...see more

Podcast

Starting a podcast series led by Mr. Vikas Bhatewara

Where he can interact with industry experts, his colleagues on various topics like:

- Industry revolution
- Growth of real estate industry in recent years
- His own journey and philosophy about projects by VB Ventures
- Latest innovation in the industry
- What's in store for the audience
- Ending the podcast on personalized note by sharing Mr. Vikas POV on the topic

Friday, 12th Jan 2024

REAL ESTATE REVOLUTION

EP 01



Discussion About Growth Journey of
Real Estate Industry

VB POV

- Content incorporating Mr. Vikas's unique perspective on the real estate and development industry. A series of posts or articles on LinkedIn that will give timely updates on what is happening in the industry or what are the trends to look forward to in 2024
- We can also start conversations about trends and engage with the audience in the comments sections on the social media channels.
- View of Vikas will represent his opinion and thought as well as perspective of growth as Vikas means Growth

Real Talk:
You might be closer
to home ownership
than you think!



View Of Vikas On
Real Estate Industry

Leadership

- **Articles** - Writing articles on work culture, trending topics in the industry, real estate insights, review of new policies, RERA updates, etc.
- **POV** - Sharing personalized perspective on innovation, AI in real estate industry, growth prospects, etc.
- **Company insights** - Giving away company news, initiatives, upcoming projects, etc.
- **Achievements** - Sharing achievements, recognition received, new benchmark unlocked



Current Scenario – VB Ventures

| Platform | Followers | Engagements |
|-----------|-----------|---------------|
| Facebook | 1.2K | 1-10 |
| Instagram | 486 | 1-10 |
| LinkedIn | 143 | NA |
| Twitter | 4.7K | 0-1 |
| YouTube | 5 | Views 200-250 |

- The account is inactive since a year, LinkedIn is inactive since the day page was created.
- Various content types were explored, including project overviews, awards, festivals and moment marketing executed in reel and video formats.
- Cross-promotion of the content was done, no platform specific strategy was executed.
- Current design lacks consistency and is very text heavy.

Objectives - VB Ventures



Carve a Distinct Digital Identity with brand awareness



Craft a Legacy with thought leadership



Nurture Curiosity and Connection to build strong followership and engagement



Spark a Digital Rush by generating website traffic



Social Proof

Real stories from residents. Their experiences and testimonials can add authenticity and trust towards our brand

Social Flex

Highlighting **our expertise** in the industry to be a thought leader on social media platforms

Social Community

Building connect with the audience to generate conversations with the right TG and increase brand shareability

Approach

CONTENT + CREATIVE + PAID = STRONG BRAND

Creating a platform-based strategy that balances education and engagement and establishing our expertise via content marketing and regular post promotions are essential for getting better traffic and user engagement

Educative

This content bucket would help us educate the audience about our brand and the services we offer in the industry

- Brand legacy
- Project portfolio
- Blogs
- News and updates

Engaging

In this bucket we would have more **"We"** approach where we will be showcasing our legacy and positive living experiences

- Residents Testimonials
- Industry trends & updates
- PR Articles
- Moment Marketing

Conversational

Here the objective would be gaining audience insight and building one on one conversations with them

- Polls / quizzes
- Live sessions
- Podcasts
- Leadership content

High priority



Medium priority



Brand Content for Social Media



Brand Stories

- Brand Story - Experience of 12+ years
- Projects Delivered
- Brand Portfolio

Benefit: Connect with the brand



Leadership

- Sharing POV of Architect geniuses
- Brand achievements

Benefit: helps humanize the brand



**Their SMILE
is our TESTIMONIAL**

Life at VB Ventures

- Customer & Employee Testimonials
- Lifestyle Curated for elevated living experiences

Benefit: Affinity for the project offerings

Project Based - Hashtags

#RenaissanceOfLuxury #AundhRenaissance

#RenaissanceOfLuxury captures Aundh Renaissance's bold spirit. It redefines exquisite living, where balanced opulence meets rich culture and timeless experiences. It connects with an audience seeking an extraordinary lifestyle beyond the ordinary. It paints Aundh Renaissance as a game-changer in luxury living, promising a complete rebirth of the way we live.

Project Based

Theme: A Balance of Life and Heavenly Luxury Sculpted Spaces Flourished in the Truest Sense

What we will do?

We will build a storyline showcasing the essence of our project, Aundh Renaissance, focusing on:

- A thoughtfully designed layout
- The architectural theme of the project
- A seamless living experience
- A space crafted for growth in every way

Sample creative shared below

Sample
creatives



Sample Creatives



**AUNDH
RENAISSANCE**
3 & 4 BHK HOMES @ PARIHAR CHOWK

SCULPTED SPACES
STEEPED IN
RICH CULTURE



**AUNDH
RENAISSANCE**
3 & 4 BHK HOMES @ PARIHAR CHOWK

FLOURISHED IN ITS
TRUEST SENSE

Product Based Creatives

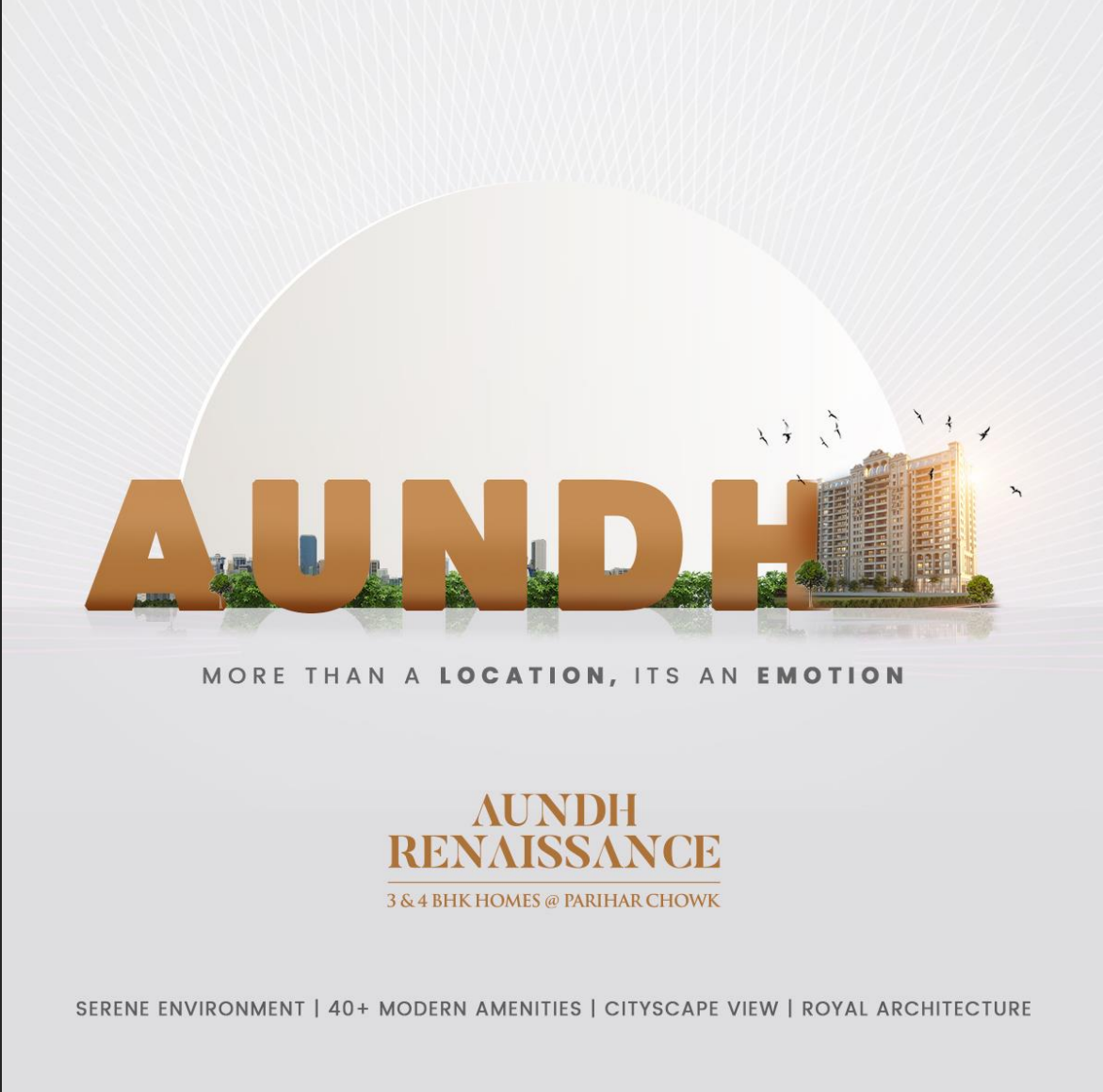
AUNDH
RENAISSANCE

3 & 4 BHK HOMES @ PARIHAR CHOWK

A MASTERPIECE
THAT REVOLUTIONIZES URBAN LIVING



Product Based Creatives



AUNDH

MORE THAN A LOCATION, ITS AN EMOTION

**AUNDH
RENAISSANCE**

3 & 4 BHK HOMES @ PARIHAR CHOWK

SERENE ENVIRONMENT | 40+ MODERN AMENITIES | CITYSCAPE VIEW | ROYAL ARCHITECTURE

Location Based

Theme: Buy/invest smart by choosing a home that has it all

What will we do?

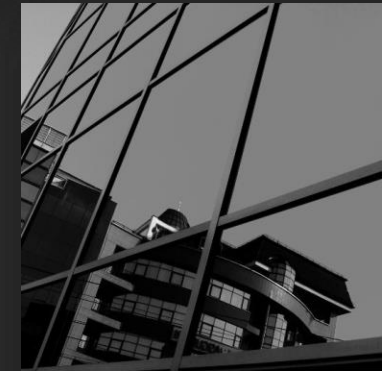
- We will showcase the benefits of living at our project Aundh Renaissance
- Project architecture theme and thoughtfully designed layouts
- Nestled in buzz of the town
- Crafted for everyday wholesome living indulgences
- Well-connected to every hotspot of the city



Architecture

Sharing the thought behind designing a home that gives you a new age experience in timeless architecture every day, featuring the geniuses behind the design.

Stories, reels and carousels to be created to focus on the 'design' aspect of our homes. Here we can cater to sample flat videos.



The Power of
Symmetry

*Exploring
Balance in
Architectural
Marvel*



Event Suggestion

Idea:

- Unveiling the project, the grand way by hosting an offline interactive activity.
- As this is an elite project, we can host a gala night for the customers who are willing to book a property here. This way the we can interact with the prospects and form networks.
- Theme of the event will be based on renaissance culture and art which resonates with our project.
- Inviting a celeb and local influencer to create impactful hype and getting maximum traction.
- This event can be covered through PR promotion and social media promotion and many icons can be tagged through our profile, giving us good reach.



Local Influencers for reach: Atharva Sudame, Danny Pandit, Vrushali Jawale, Pavan Waghulkar

Activities at Renaissance Fair

Drone Show

With Drone creating our logo in the sky and unveiling project theme and dropping of the curtain from the project hoarding at site.

Live Music

Drone show will be in sync with live music to create larger than life impact.

Pottery Corner

Interactive corner to keep the audience engaged and they can take it home as a memento.

Grill Zone

Creating a glimpse of one of the indulgences offered at our project While audience enjoy it, we can have short rapid fire with the customers about the property.

Page Promotion

Objective: Maximizing the followers and promoting the brand's offerings through a page like campaign

Core Idea: We will create a brand based and project-based page like campaign creatives with our current communication

TG will be:

Location: Pune/ Aundh

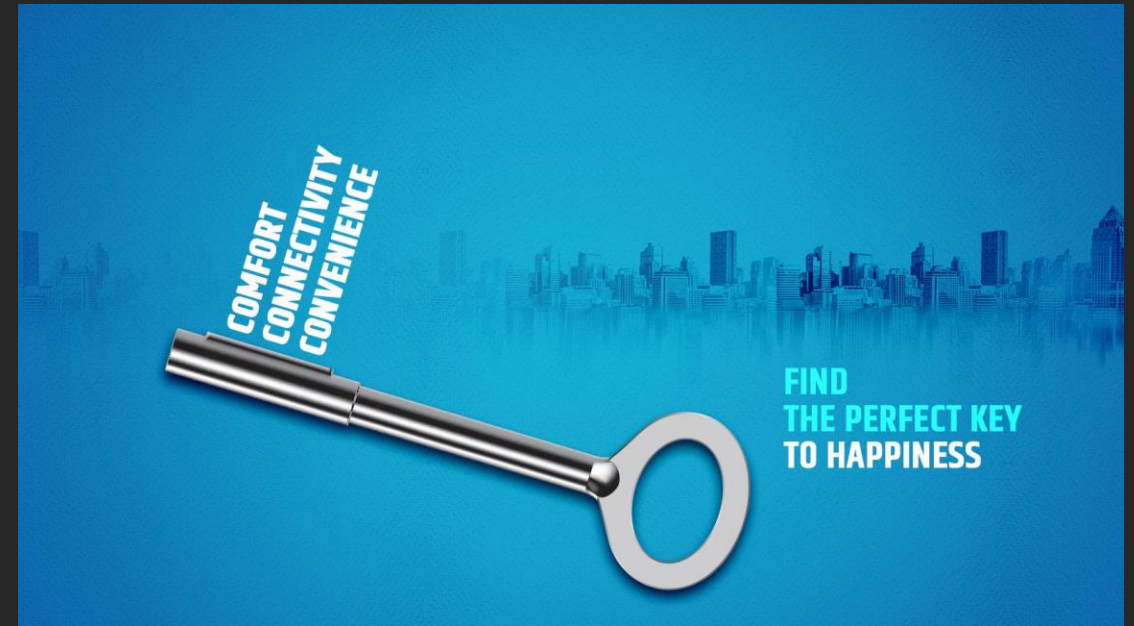
Age group: 30-60

Interest: Real Estate, Property, Luxury Homes, Investment, Luxury Lifestyle, Home, Real Estate, Investment, Lifestyle, Property, Brands, Corporate, Development

Budget: 30,000 (Per month)

Estimated Reach: 150,000

Estimated page like: 3,000+



Social Media Monthly Budgets

| Format | Platform | No of Post | Budget (₹) | Estimated Reach | Estimated Engagement |
|--------------------|--------------|------------|---------------|-----------------|----------------------|
| Post Boost | Facebook | 12 | 12*1000 | 48,000+ | 12,000+ |
| | Instagram | 12 | 12*1000 | 60,000+ | 15,000+ |
| | LinkedIn | 06 | 06*2000 | -- | -- |
| Followers Campaign | Facebook | 01 | 30,000 | 150,000+ | 3,000+ |
| | Instagram | 01 | 10,000 | 50,000+ | 2,000+ |
| | Total | | 76,000 | -- | -- |

Blog topics

Blog Post



VB Ventures – An unparalleled legacy of crafting masterpieces!

Bucket covered -
Legacy

Article Post



Aundh Renaissance: Not just another real estate project

Bucket covered –
Media coverage

Blog Post



Aundh: Most calm yet connected location

Bucket covered -
Location

Blog Post



Architecture that redefines excellence

Bucket covered - Architecture

Article Post



How an array of indulgences at Aundh Renaissance enhance your lifestyle?

Bucket covered - Media coverage

Blog Post



5 reasons on why to invest in Aundh!

Bucket covered - Location

Blog Post



Aundh – A neighborhood that's redefining the livability quotient!

Bucket covered -
Location

Article Post



A Landmark That Shines Bright: Aundh, the ultimate place to live!

Bucket covered –
Location

Blog Post



What's the buzz about? It's just Aundh reshaping the face of real estate!

Bucket covered -
Location

OOH Activities

- **Hoardings:**
 - Ambient Outdoor Hoardings (With LED or 3D elements)
- **Transit Advertisement:**
 - Large billboards across the city at prime spots like airports, bus stands, Railway stations, subways and others.
 - LED Billboards across prime spots.
- **Site Branding/ Building wraps**



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Project Partner
BeyondWalls | Strategic Partner
ESTATEMINT

The project has been registered on MCA21 (Registration Number: P1210053174) and is available on the website <http://www.beyondwalls.com> in order registered project.



Scope Of Work

Marketing & Sales

- This includes all marketing activities like online and offline that will eventually cater to sales
- This also includes deploying sales team at site, managing the sales experience and ensuring sales
- Commercials for this are in brokerage form

CP Aggregation

- This includes identifying the right CPs in the area
- Engaging with them and briefing them about the project
- Pushing CPs for SV by keeping them engaged with right information, project collaterals
- Ensuring at least 40% bookings via CPs

Branding & Outreach

- This includes personal profile branding, maintenance,
- Social media for the brand and all projects under the brand
- SEO for ensuring that we are present when people are searching
- Website creation and maintenance for brand and projects

Tech Platform Demo