

## PRESS RELEASE

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### Bengaluru based Puravankara reaches out to their customers with innovative experiential marketing techniques – Touch, Feel and Experience the Joy of Living!

Bengaluru, 2 December 2011: Kanakapura as a location is warming up to being the next big growth corridor of Bengaluru in addition to North Bengaluru due to excellent infrastructure facilities including NICE Road connectivity, abundant ground water supply and lesser traffic times to key micro-markets like Hosur Road, Bannarghatta Road, Magadi Road, Mysore Road and Tumkur Road. Amidst these advantages, Puravankara is handing over one of Bengaluru's largest Residential enclaves, "Purva Highlands" to its proud customers.

Purva Highlands is spread over 17 Acres in Kanakapura overlooking NICE road, with a development area of 2.5 msft., and ready-to-move in apartments.

As a part of their experiential and innovative marketing techniques, Puravankara is reaching out to their prospects with the concept of Touch, Feel and Experience the Joy of Living. The prospective customer can walk in to the Purva Highlands Projects Site, choose the apartment that he/she decides on, get the loan sanctioned and buy it on the spot and move in to a ready property. This platform is enabling the new prospective customers to understand the transparent processes of the Organization. This is a first time that a developer has taken such an initiative that is transparent and provides a unique opportunity to the existing customers, prospects, financing bankers as well as the media to interact with each other to understand the pulse of realty market.

Commenting on this occasion, Mr. Jackbastian K. Nazareth, Chief Executive Officer, said, "Our real estate ecosystem typically comprises of architects, developers, Government & regulatory authorities, financial institutions, private equity players, other funding agencies, brokers, property consultants and of course most importantly the buyers. For such an ecosystem to remain successful over a long period, it is imperative that all the key industry participants are on a level playing ground despite the changing dynamics of the industry. We have taken a step further and are working on innovative marketing strategies which help us in leveraging on the latent need in the market. We have instituted a strategic and technical marketing team internally which spearheads all marketing activities with proper market assessment and research. This team analyses the complete site and catchment area and hence comes up with the trend and demand assessments, which in turn ensures we have the right communication to the right target audience. We are constantly processing the feedback and information and progressively delivering what the customer needs and one of our attempts is this carnival during this weekend and the weeks to come. We are ensuring that our prospective target audience comes to our site and meets up with all our key stakeholders like Banks, Legal department, CRM department, Architects, Technical department apart from the Sales and Marketing departments and then make their decision."

## **Purva Highlands**

Located off Kanakapura Road, near NICE Corridor – one of the most upcoming residential areas of Bangalore, Purva Highlands spread over 17 acres land offers the discerning home owner the opportunity of convenience, luxury and apartments that are designed to offer a perfectly balanced contemporary lifestyle. Conceptualization of Purva Highlands has been based on maintaining present day designs with peace and tranquility within the hustle and bustle of modern City life. Perched on a plateau, this project overlooks a picturesque valley and takes the meaning of 'Luxe Lifestyle' to the next level. Hence, each luxurious 2 and 3 bedroom apartment is not only elegant but also spacious and designed with care.

Purva Highlands uses the MIVAN technology of construction which is more stable and earthquake resistant. MIVAN technology uses approximately 70% more steel, which doubles the life of the building. With a well-planned layout of 1589 units and offering 80% open space, state-of-the art amenities including clubhouse, the largest 3-lap swimming pool in Bangalore, outdoor sport facilities, security systems inside the apartments, building management systems and much more, Purva Highlands caters to every need, ensuring an elevating lifestyle experience for our home buyer. With its inviting landscape and prime location, these apartments ranging from 1160 sq. ft. to 1843 sq. ft. are the quintessential representation of luxury, modernity and convenience.

## **Puravankara: Spearheading a revolution in real estate in India**

Since inception in 1975, Puravankara has one mantra for success, 'Quality'. Apart from this, values like uncompromising business ethos, focused customer centric approach, robust engineering, in-house Research and Development has created the leading real estate brand. Since then the Company has moved ahead from strength to strength successfully completing 36 residential / commercial projects across Mumbai, Bengaluru and Chennai and presently developing 17 residential / commercial projects. Till date, 8000 homes have been handed over to the end users. With a strong commitment to work and ethos, Puravankara has been creating unique propositions, uncompromising quality products, fair business practices and a highly scalable execution capability.

The Group began operations in Mumbai and has established a considerable presence in the real estate industry in the metropolitan cities of Bangalore, Kochi, Chennai, Coimbatore, Hyderabad, Mysore and overseas in Dubai and Colombo. Puravankara has the distinction of being the first developer to obtain FDI in the Indian real estate industry through its joint venture with Singapore based Keppel Land Limited, the property arm of the 54% government owned conglomerate, Keppel Corporation Limited and are currently developing two projects in Bengaluru and Kolkata.

A wholly owned subsidiary, Provident Housing Limited was established to cater to the growing demand for mid-segment housing. Currently two large projects comprising of 5,500 units are being developed in Chennai and Bengaluru.

## **PRESS CONTACT**

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