

VIRTUAL REAL ESTATE EXPO

WHERE DREAMS COME HOME
A DIGITAL INITIATIVE BY

hindustantimes

AND DUBAI'S TOP REALTORS



INDIA IN NUMBERS



1.3 B

Populaton
World's 2nd most
populous country



\$2.59 T

GDP
Fifth highest
Economy in the world



\$12.6 T

Total Wealth



Top 10%

of Global Wealth
Holders 13,854

COVID-19: IMPACT ON INDIAN REAL ESTATE

REAL ESTATE DURING HISTORIC CALAMITIES

The swine flu outbreak in UK (2009) brought down home prices by 12.3% , the biggest in history majorly because it followed the great recession of 2008

Conversely, SARS epidemic in Hong Kong affected prices by a mere 1.6%. However, demand/ transactions fell by 33%-75% since people avoided stepping out

Other world events such as Wall Street crash, Spanish Flu, 9/11 attacks resulted in acute liquidity crisis, however with no noticeable change in median prices of real estate



COVID-19: IMPACT ON INDIAN REAL ESTATE

SHORT & MEDIUM-TERM IMPACT ON INDIAN REAL ESTATE



HOMEBUYERS

Traditional house hunting process slowed down due to social distancing norms, leading to delay in purchase decisions.



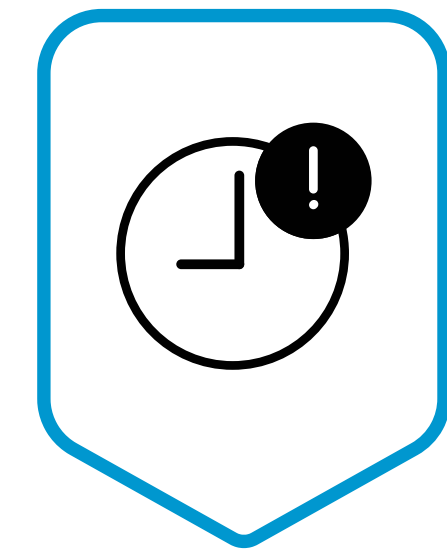
INVENTORY PILE-UP

7.39L units or INR 6L crore worth of unsold real estate stock in top nine residential markets.



CRUSHED LIQUIDITY

Acute working capital crisis faced by several builders, as a result of complete lockdown.



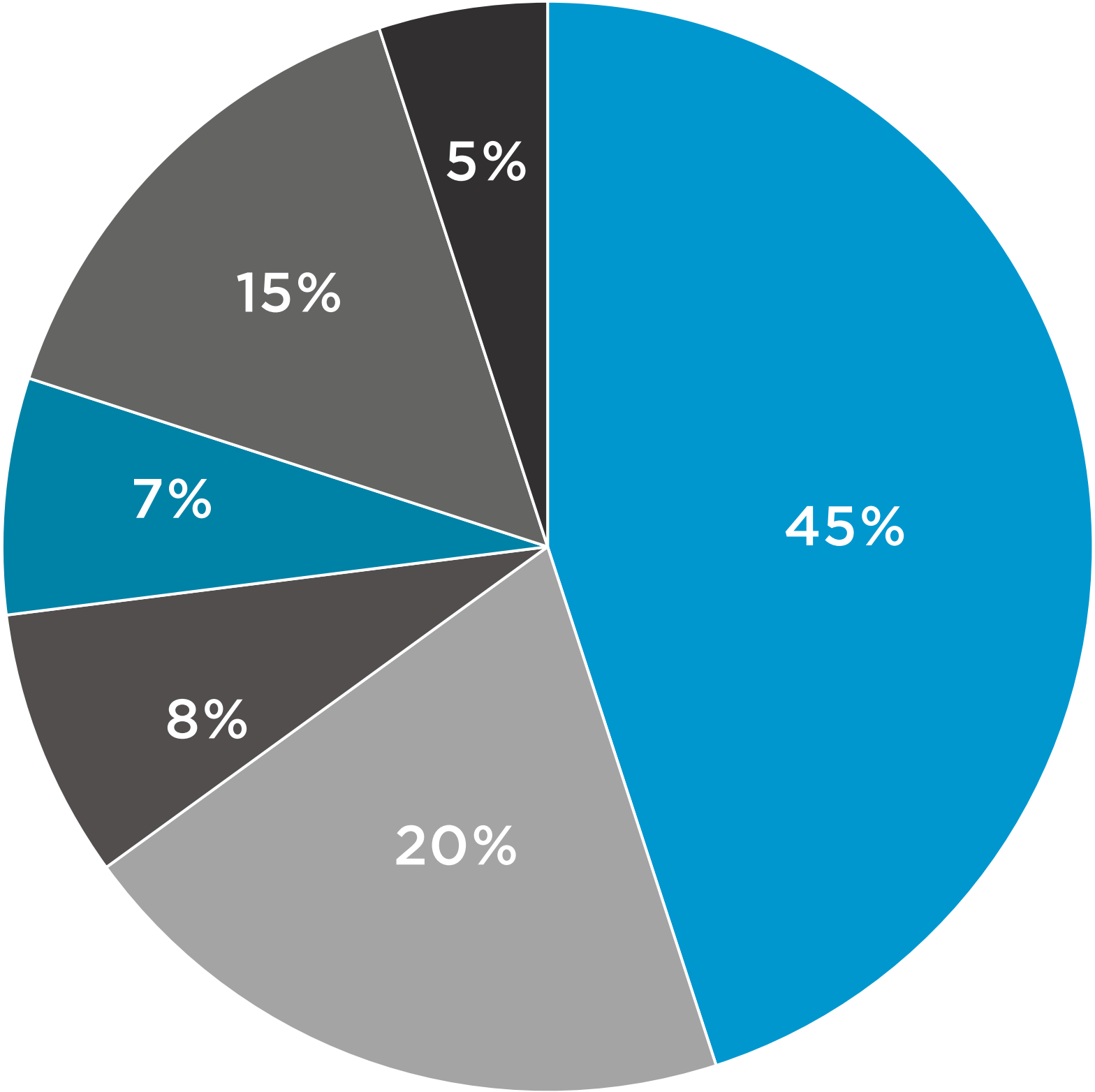
DELAY OF NEW PROJECTS

On-going projects cannot be delivered on time and new project launches have to be delayed as well.

Hindustan Times, in association with one of the best minds in India's real estate industry, seeks to develop a one-stop solution for all real-estate customers amidst these challenging times

WHAT DO INDIANS LOOK FOR IN A PROPERTY

Builder reputation plays a key role in decision making, followed by location.

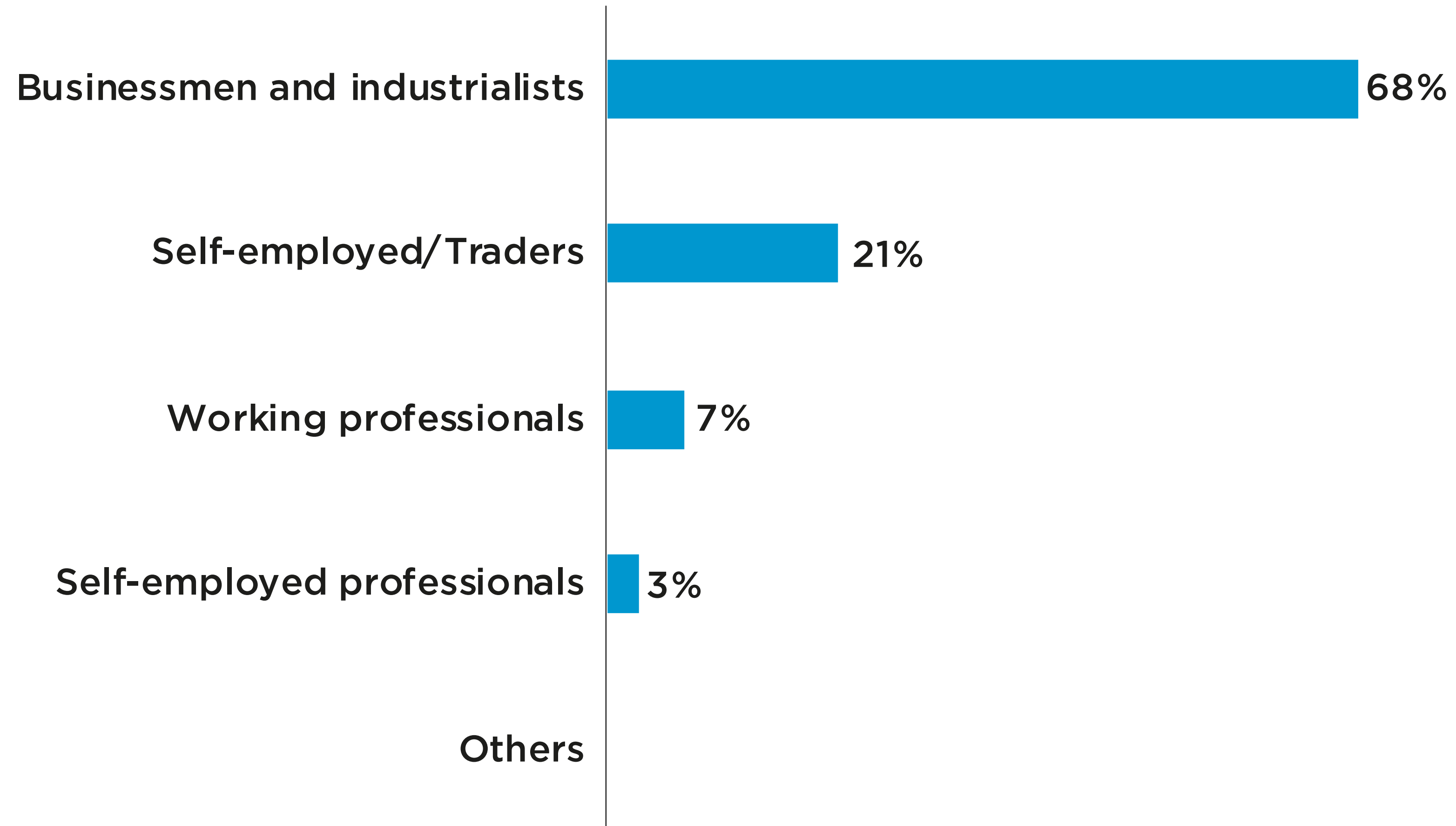


- Builder reputation
- Location
- Price
- Peer group
- Connectivity
- Amenities

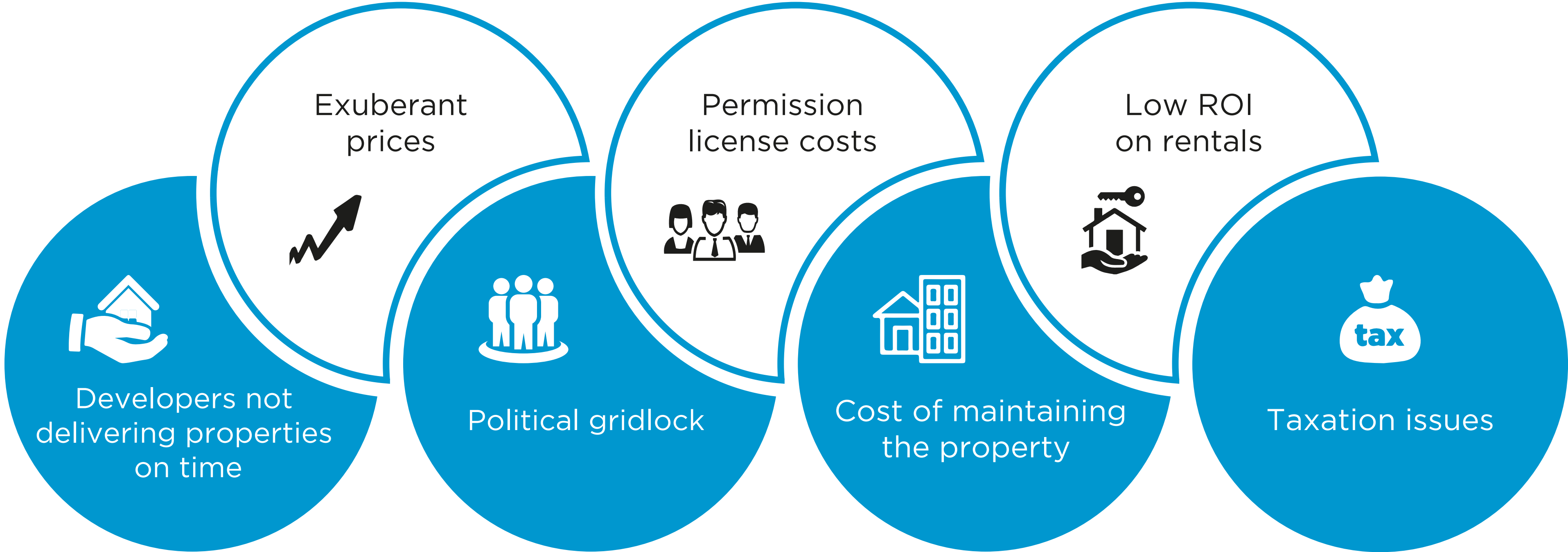


THE BIGGEST BUYERS

India's Tier II cities are renowned for their industrial sectors and the abundance of traders, making it the place to go to reach these demographics.



PROBLEMS OF INVESTING IN INDIA



WHY DOES DUBAI ATTRACT INDIANS?

Indians are the largest foreign investor group in Dubai, having spent AED 83.65B between 2013-17.

SAFETY

Political stability: Emirates' liberal socio-economic policies and political stability.

Security: Better protection of escrow accounts.

Ease of buying.

Financial stability: AED unaffected by currency fluctuations.

BETTER VALUE

Higher rental yield: 7-12% vs 3.5% in London.

Tax free returns.

Carpet area vs built-up area.

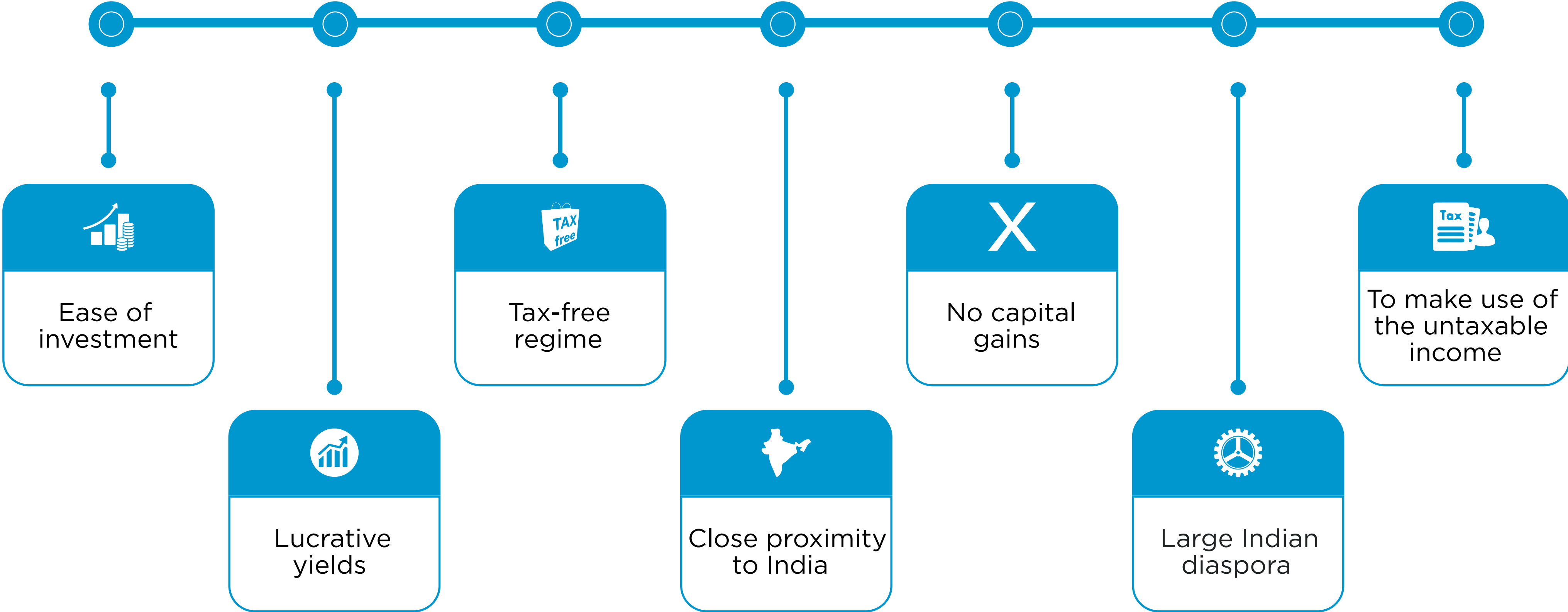
Comparison: A property in Dubai's city center has a starting price of Dh1,480 per sq. ft, which is almost half the price per sq. ft for a property in a prime location in Mumbai.

PROXIMITY AND LIFESTYLE

Connectivity: 1,600 flights per week from Dubai to India.

Better lifestyle with access to international education for children.

WHY INDIANS INVEST IN DUBAI



THE CONCEPT

HT & TMV have created a landmark virtual event for UAE real estate developers in COVID-19 era that redefines real estate buying & selling to the Indian customers.

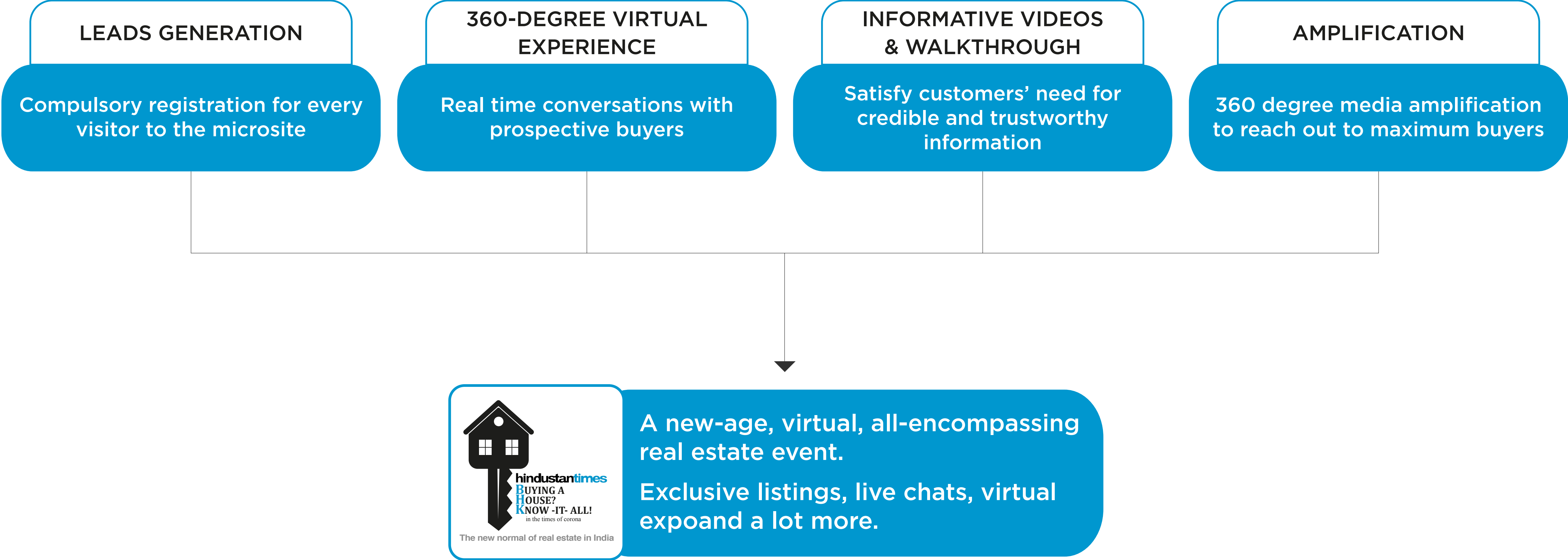
A go-to destination for all home-buyers looking for property in UAE: digital-first approach to information gathering and house hunting in the UAE.

A not-to-miss avenue for Real Estate Developers & UAE Realtors: This will facilitate buyer & seller on the same platform creating interest & potential sale of flats leading to improved liquidity prices of real estate.



The new normal of real estate in India

BENEFITS OF PARTNERING WITH HT



ALL-IN-ONE VIRTUAL EXPERIENCE

1

Replica of a real event with elements such as information desk, feedback booth, stalls etc.

2

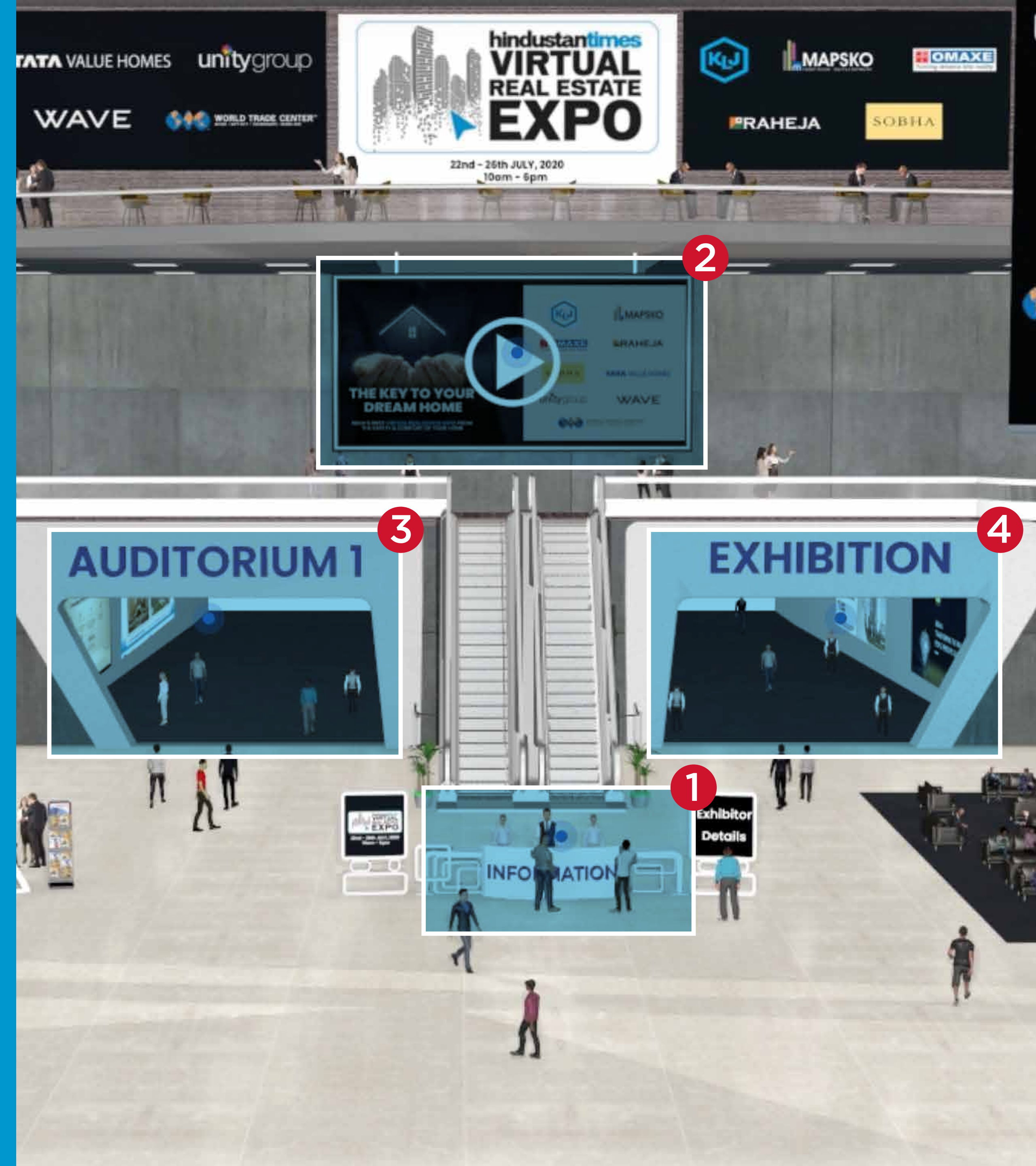
Large format virtual branding (static & video).

3

Break out chat areas plus information on videos.

4

Virtual exhibitor expo with real-time contact desk and branding.



LEADS GENERATION

- Virtual Information Desk to be the hub of all directions inside the virtual event.
- Requires each visitor to submit his/ her contact details and other related information.
- Gather schedule of activities, webinars, details for auctions/expo by submitting your credentials.
- **Minimum visitor guarantee: 1,500**



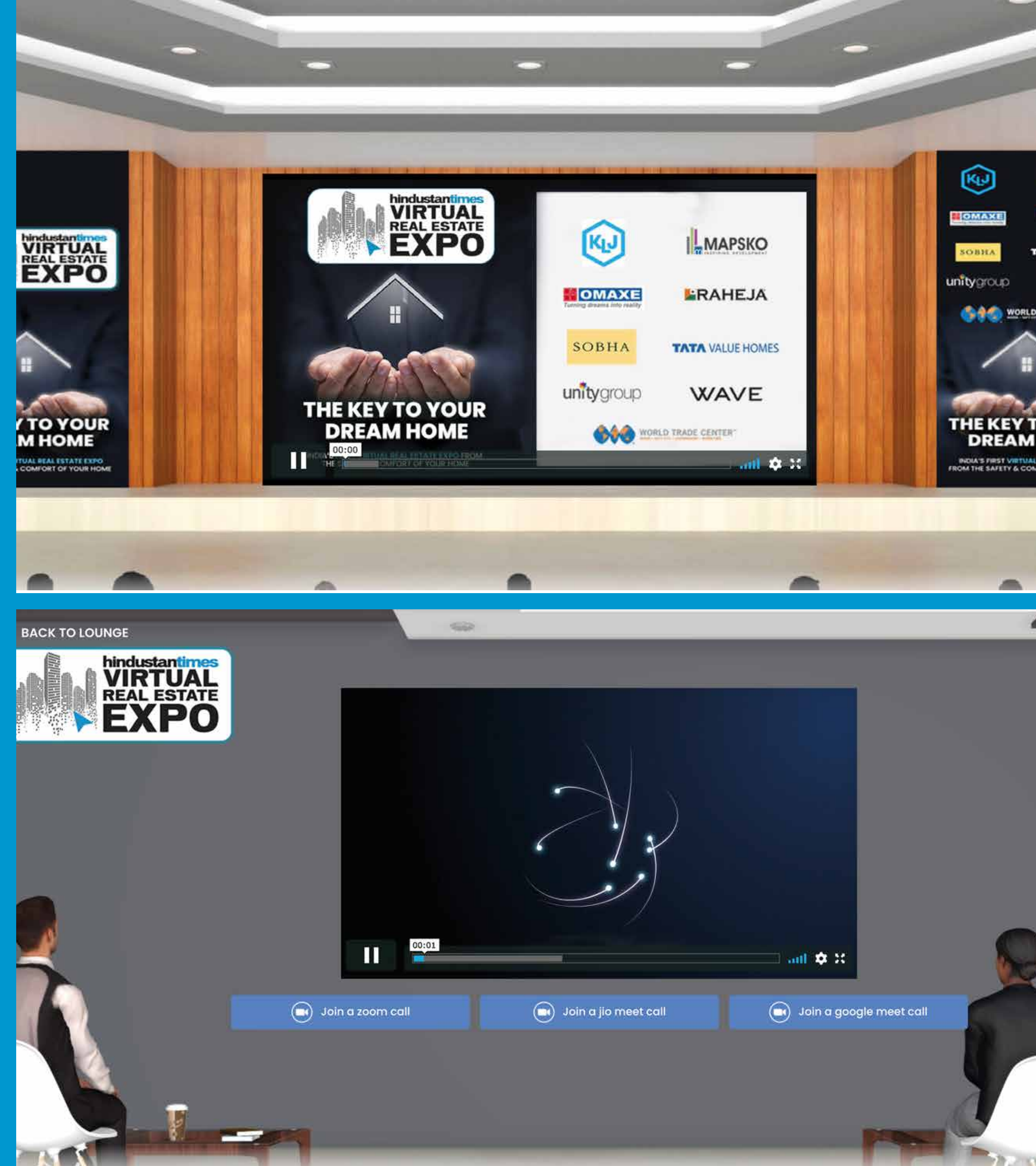
INFORMATIVE VIDEOS

PRE-RECORDED INFORMATIVE VIDEOS

Developers gets a chance to convey useful information directly to their target customers by means of pre-recorded videos on relevant projects and topics.

BREAKOUT CHAT ON PRIVATE ZOOM MEETING

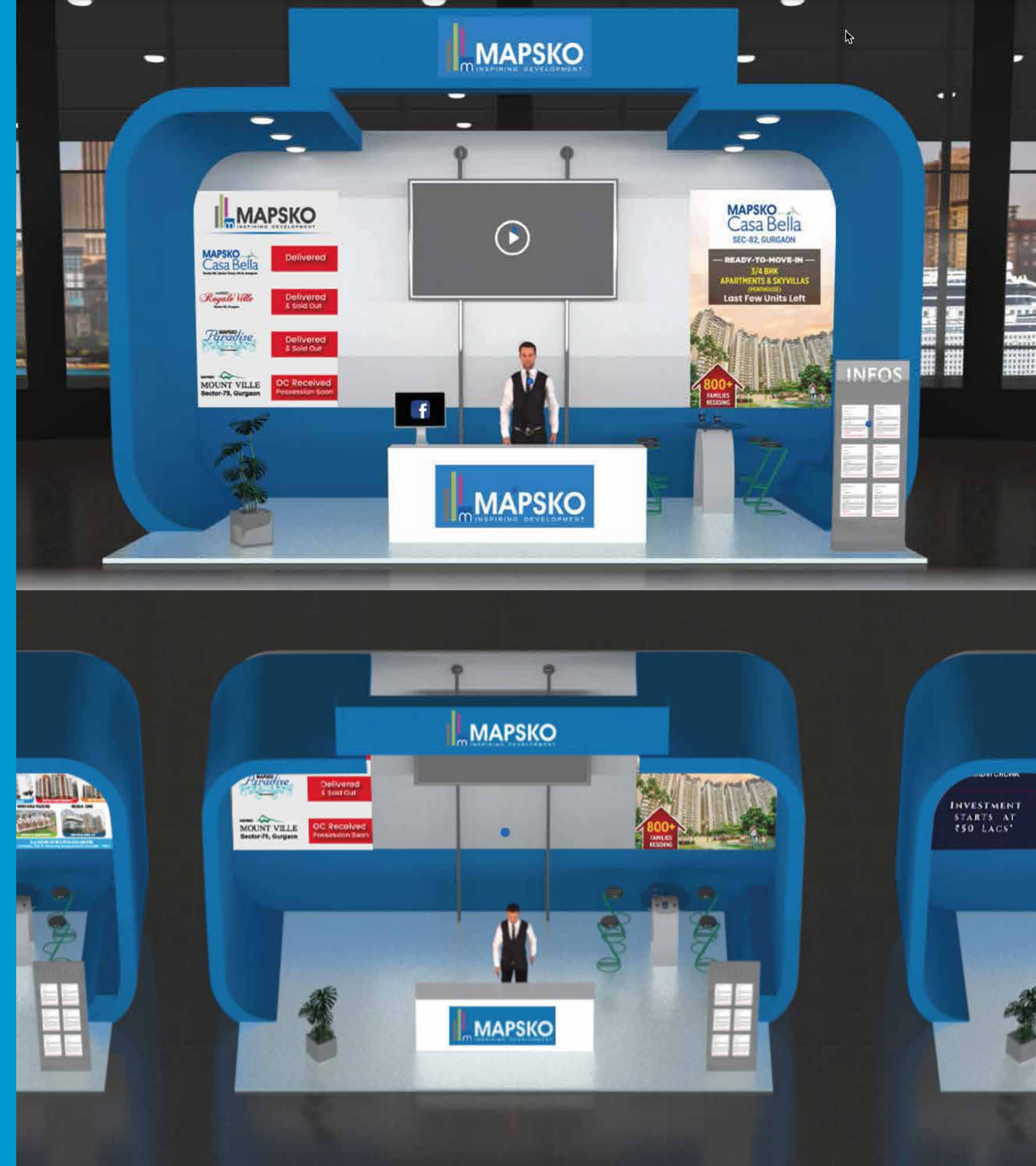
In case of a buyers showing interest, he/she can be directed to a Zoom meeting facilitated and managed by the seller.



INFORMATIVE WALK-THROUGH

VIRTUAL EXPO

- A virtual format of real estate expo with Developers showcasing their offerings.
- Each virtual stall can have a walkthrough video of Projects/properties as well as other relevant information.
- Live chat bots to address real-time queries by site visitors.



MEDIA AMPLIFICATION

OBJECTIVE

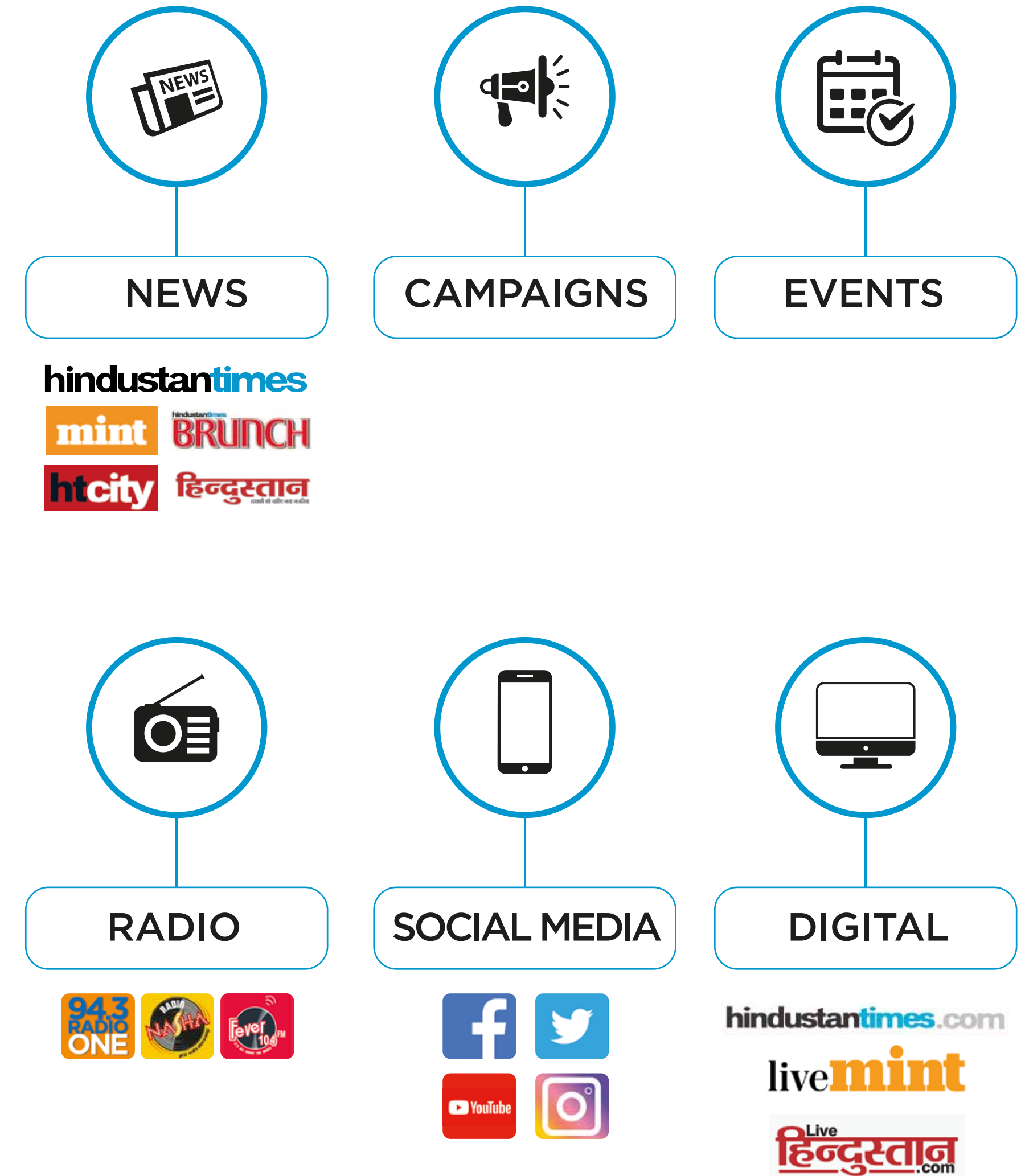
- Promotion of the property to the right TG.
- Call-to-action to for maximum registrations.
- Sustenance of information in phased manner.

TIMELINE

- 2 weeks of promotion and content plan , to be rolled out from September 2020.

MEDIA MIX

- DIGITAL - Launch the digital portal, along with promotional editorial content, followed by sustenance plan for user engagement.
- PRINT - 2000+ sq. cm of print ads and content.
- RADIO - Engagement for 10 days post lockdown, through promos and RJ mentions.



SUMMARY



Platform co-owned by Hindustan Times and real estate developers to address the needs of real estate customers in post-COVID era.



Weeks of extensive promotion across HT's digital, print and radio platforms.



Total reach of HT's assets in Digital + Radio + Print for effective and impactful communication.



Qualified leads generated during the campaign period through interesting, interactive informative activities.



Opportunity to tap existing buyers segment by integrating lucky draw, special discounts, limited period offers, etc.

A unique opportunity to connect real estate buyers and sellers

PRICING

DELIVERABLES

1. Event Deliverables

- Minimum 1500 leads guaranteed
- Multiple stalls (Maximum 6 Developers) – each featuring a different Developers
- HT would create the entire virtual stall structure.
- Participating Developers will share the creatives with HT (logo, brochures for visitors, promotional video on current offers and other relevant documents that the client would like to showcase to the visitors)
- The stall would have:
 - Fascia name at the top
 - Client Logo
 - Backdrop branding
 - A screen where the client can share their social media links
 - A screen where Brand's videos / walkthrough videos can be played
 - Visitors can schedule a call with the developer (to be handled by the sales representative of the client)
 - Visitors can go through exclusive schemes, home loan plans, testimonials and other documents at the stall
 - Live chat bot to address real-time queries by site visitors (queries to be handled by the client's sales representative)



PRICING

DELIVERABLES

- Entrance
 - Static branding at the walkthrough of the exhibition hall / auditorium
 - Branding slides at the Information Desk - Show Document
- Auditorium
 - Pre-recorded videos of projects to be played for visitors
 - Static branding frame while brand's video is being played

Investment: **11,250** Net
USD



CONTACT US



FOLLOW US    

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