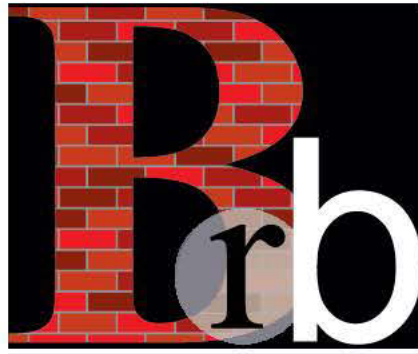


THE ECONOMIC TIMES



BEST  
REALTY  
BRANDS

2015

26TH MARCH, 2015

SAHARA STAR HOTEL, MUMBAI





# BEST BRANDS: REAL ESTATE

Real Estate is one of the most promising sectors in today's booming Indian economy. Realty is no longer a basic necessity but an important investment decision today. The user who was previously guided by utilitarian needs, today considers varied parameters before making an informed choice. Understandably, one of the most crucial factors a consumer considers is the Brand. The Brand in Real Estate, like all other industries, is the strongest symbol of trust, quality, exclusivity, status and carries forth a semblance of a good investment. It is also an indicator of the goodwill in the market and readiness of buyers to invest in the brand. Clearly, the value of the brand in the present global and consumer context cannot be undermined.

The Real Estate sector recognizes the importance of brand building and its direct correlation with the buying decision of consumers and therefore, leading Real Estate players consistently engage in branding & marketing activities. However, only a few have been able to make a mark and set themselves a league apart. Here in the brand book we try to ascertain what sets these brands apart? What creates a niche identity in the mind of consumers and what ensures recall value? What are the latest innovations that have left a lasting imprint on consumers mind? What makes leading brands the best brands and vice versa.

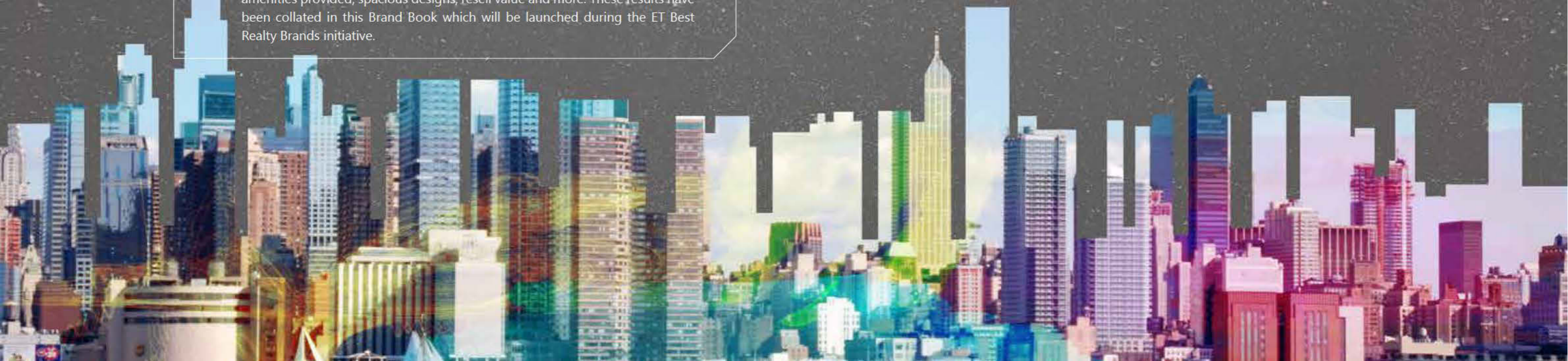
## THE ECONOMIC TIMES BEST BRAND INITIATIVE

The Best Brand Initiative was started a year back guided by a research study by Nielson. Building on the success of this, we bring the series into the Real Estate domain and are pleased to launch ET Best Brands in Real Estate.

The Economic Times conducted an extensive survey with IPSOS and shortlisted 240 top brands after considering parameters of quality of construction, amenities provided, spacious designs, resell value and more. These results have been collated in this Brand Book which will be launched during the ET Best Realty Brands initiative.

## PROGRAMME SCHEDULE

18.00 - 18.30	Registrations & Networking
18.30 - 18.35	Opening Remarks from <b>Deepak Lamba</b> , President, TCL - BCCL
18.35 - 18.45	Welcome Remarks
18.45 - 19.05	<b>Opening Keynote Address: Developing a brand with a global footprint</b> <b>Nilesh Shah</b> , MD, Kotak Mutual Funds
19.05 - 20.20	<b>Panel Discussion: Building credibility &amp; trust in a market place</b> <b>Boman Irani</b> , Chairman & Managing Director, Rustomjee Group <b>Vijay Wadhwa</b> , Chairman, The Wadhwa Group <b>Brotin Banerjee</b> , MD & CEO, Tata Housing <b>Yash Gupta</b> , MD, Hines Group <b>Josy Paul</b> , National Creative Director, BBDO <b>Jogy Thomas</b> , CEO, ATS Green <b>Joseph George</b> , CEO, Lowe Lintas + Partners <b>Moderator:</b>
20.20 - 21.00	Felicitation Ceremony
21.00 - 21.20	Closing Note <b>Sajeev Nair</b> , Entrepreneur, Author, Motivational, Trainer, Life Coach
21.05 onwards	Cocktail & Gala Dinner





## ADVISORY BOARD



**Ashish Puravankara**  
JMD, Puravankara



**Boman Irani**  
Chairman & MD  
Rustomjee Group



**Vijay Wadhwa**  
Chairman  
The Wadhwa Group

*-Above advisory members are invited / confirmed-*

### REASONS TO ATTEND:

- Review the latest regulations in governing investment flows
- Insights and vision of top leaders from industry
- Real Estate market trends: Global and India
- Industry shares its vision, issues and expectations

### WHO SHOULD ATTEND?

- |                          |                      |
|--------------------------|----------------------|
| Chief Executive Officers | Design Directors     |
| General Managers         | Interior Designers   |
| Managing Directors       | Landscape Architects |
| Project Directors        | Town Planners        |
| Purchasing Directors     | Urban Planners       |
| Heads of Construction    | Civil Engineers      |
| Procurement Heads        | Structural Engineers |
| Chief Architect          | Academics            |
| Principals & Partners    | Research Associates  |

### INDUSTRY BREAKDOWN

- Multiuse Development
- Hospitality
- Residential/Commercial
- Healthcare
- Social Infrastructure
- Sports Facilities
- Archaeological Restoration

### INDUSTRY SECTORS

- Contract Furnishings
- Contract Interior Fit-Out
- Manufacturers
- Turnkey Solution Providers
- Building/Construction
- Materials

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For further details, please contact:

Samuel Ebenezer | M: +91 9820513434 | E: samuel.ebenezer@timesgroup.com