



Amura Marketing Technologies hosts 2nd edition of India's Largest Real Estate Flash Sale

Renowned Bollywood actor 'Sharman Joshi' launches the initiative

- *More than 600 real estate projects, 300+ real estate developers across 10 cities*
- *Eco-system for home buying with the presence of developers, buyers and banks on a single platform*
- *Perfect opportunity window for the home buyers to cash the best offers in real estate during the biggest festive season of the country*

Mumbai, 4th October 2016: Amura Marketing Technologies, India's leading digital marketing technology company announced the launch of the 2nd edition of India's largest online real estate flash sale in the presence of renowned Bollywood actor Sharman Joshi. The initiative will be co-marketed by Google India and the sale will commence on 9th October 2016 i.e Dussehra and ends on 25th October 2016. It gives the Indian home buyers across the globe an opportunity to choose their dream home from more than 600 real estate projects of more than 300 real estate developers across 10 cities with the best available discount deals.

Renowned Bollywood actor, Mr. Sharman Joshi said, "I am glad to be associated with IRFS 2016. It is a great initiative by Amura Marketing Technologies to bring all the stake holders of real estate on one platform. This will definitely provide home buyers with good and transparent deals along with offers on home loans required in home buying process and on the other hand it will allow the developers and banks to reach out to the maximum target audience."

The success of IRFS' first season in 2015 has signified the importance of the growing impact of online and digital media in the real estate space as more and more people are researching and buying homes online. The second edition of the IRFS will be bigger and better as it will create a hassle-free home buying experience for the customers with pre-negotiated deals from developers and banks on a single platform. IRFS is taking a step ahead by offering holistic



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buying experience to the buyers by adding banks, furniture portal and payment gateway portals to the online sale.

Customers will be able to register and download coupons by paying a nominal fee starting from Rs 100 and show the coupon to developer in order to redeem the offer. The IRFS website www.irfs.in is open for pre-registrations and exclusive early bird benefits starting from 4th of October 2016.

On this occasion, Mr. Vikram Kotnis, Managing Director, Amura Marketing Technologies, said, “With the increasing demand in real estate, we are proud to host our second flash sale in the real estate industry with an expectation of selling inventory worth Rs. 600 Crore. Some of the developers are launching their projects exclusively through this flash sale and we are expecting traffic of 10 lac + home buyers on IRFS website. Our main objective of this sale is to boost the real estate market by creating a demand among customers, who will benefit from exclusive pre-negotiated deals offered by developers. This is a unique initiative where we bring in Amura's deep expertise in real estate marketing, technology and media planning to create a platform which will benefit consumers immensely and bring transparency in the buying process.

“The Real estate industry has enthusiastically supported us for this initiative and developers have passed on great benefits (up to 15% OFF) to the customers for this sale. We are expecting a bigger response than its previous edition due to the perfect festive season timing. Amura Marketing Technologies’ expertise and its association with bigger brands bring in lot of value to the sale,” **added Mr. Kotnis.**

The 1st edition of the IRFS sold about Rs 300 crore worth of inventory and around 14,500 coupons were downloaded, proving it to be a successful initiative benefiting both the customers and the developers across India.

About Amura

Amura Marketing Technologies is a performance driven digital marketing company and also India’s biggest real estate marketing company working with more than 150 developers. Amura provides one stop marketing, sales & technology solutions to real estate developers. With a strong team of more than 200 people and over 7 years of real estate expertise, Amura has launched many real estate projects through digital media. Known for its technology and innovation, the company has sold more than USD 2 billion worth real estate inventory in the last year through its marketing and sales efforts.



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Amura's flagship product, Sell.Do, is India's first ever custom advertising, marketing and sales automation platform for real estate. Sell.do is used by more than 200 real estate developers across India to manage their marketing and sales activities.