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Amura Marketing Technologies in association with 99acres.com hosts India's first ever online Real Estate Flash Sale ("IRFS")

- *The largest online real estate sale to showcase residential properties from across India with exclusive deals from more than 35 trusted real estate brands across India.*
- *First consumer centric initiative in the real estate space aimed at bridging the gap between developers and consumers.*
- *Creating a website and platform to pass on direct benefits to the consumer with no brokers or agents involved.*

Pune, June 10th 2015:Amura Marketing Technologies, Featured Google Partner and India's leading digital marketing technology company in association with 99acres.com, India's largest online real estate portal today announced the launch of India's first and largest real estate flash sale ("IRFS") that will commence on June 26, 2015 and end on June 28, 2015. This unique opportunity will provide a platform for Indian home-buyers across the globe to have access to more than 250 projects spread across India including the major metros and mini metros at never before seen offers and prices.

With an increasing presence of online and digital media in the real estate space, more and more people are researching and buying homes online. IRFS (Indian Realty Flash Sale) is an Amura powered transparent platform that brings the most trusted brands with the best deals, directly from the developers to the consumers' homes. With the flash sale, Amura aims at executing the biggest global digital marketing & advertising activity to reach Indians world over and addressing buyer concerns and featuring homes from only the most trusted developers from each participating city across India.

99acres.com has major partnerships with hundreds of leading developers in the country. 99acres.com will be driving significant portion of the traffic to the IRFS sale and providing high engagement ad inventory to provide high quality research experience to property seekers.

On this occasion, Mr Vikram Kotnis, Managing Director, Amura Technologies, commented, "With the increasing demand in real estate, we are hosting a first of its kind flash sale in the real estate industry with an expectation of selling inventory worth Rs 2000 – Rs



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2500 crores. Some of the developers are launching their innovative projects exclusively through this flash sale and we are expecting 1 Lac + customer logins from this sale. Our main objective of this sale is to boost the real estate market by creating a demand among customers to 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 and technology to create a platform which will benefit consumers immensely and bring transparency in buying process. We project IRFS to be Amura's consumer centric event that will be held twice a year with having 250 plus projects to be showcased across India. Real estate industry has enthusiastically supported us for this initiative and developers have passed on great benefits to the customers for this event"

On this occasion Mr Satyajit Tripathi Head sales, 99acres.com commented, "We are confident that there will be an impetus to buy with the offers and deals being showcased at Amura's IRFS event and are excited about this association. Real estate is a high involvement purchase decision for consumers and this platform brings together a curated set of high quality projects along with a lot of research tools for consumers".

The Indian Realty Flash Sale has on board exclusive limited inventory ranging from Rs. 15 Lac up to Rs. 20 Cr of India's most trusted, premium real estate developers – a list hand-picked and curated by Amura– across cities, namely, Mumbai, Delhi/NCR, Bangalore, Pune, and Chennai. Participating from these markets will be elite developers like Oberoi Realty Limited, Kolte Patil Developers Limited, Sobha Limited, Godrej Properties Limited, Omaxe Limited, Peninsula Land Limited, Brigade Group, Shriram Properties, K Raheja Corp, Panchshil Realty, Amanora Park Town and Casa Grandeto name just a few.

The IRFS has been divided into 3 phases namely the pre-registration phase, flash sale and coupon redemption phase. In the pre-registration phase that is slated to begin on June 12, 2015, consumers can register on the website (www.irfs.in), browse the properties on offer and visit the developer's project site. The flash sale will begin from 26th June to 28th June, which will last for three days, during which consumers can download the offer coupons free of cost. During and post the 3 days of the actual sale, consumers can make payments and redeem their offer coupons.

Mr Sujay Kalele, Group CEO, Kolte Patil Developers Limited added, "This initiative by Amura provides us a platform to showcase our projects among the tapped and untapped



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market. As this is the right time to invest we are trying to influence the consumers for impulse purchases through building the right sentiment within the real estate industry. We expect a huge number of sales through this platform and look forward to the success it brings to each and every developer.”

The key highlight of the sale is the exclusive deals that will be available through the coupons that can be downloaded from IRFS website (www.irfs.in). Every property comes with a different offer that will be revealed on the first day of the flash sale along with the downloadable coupon, which will carry a unique ID and state the validity period. The customer can then redeem this coupon at the time of booking his home with the developer. In addition to offers & discounts, the Indian Realty Flash Sale also brings customers the chance to interact with developers via Google Hangout. The flash sale website will also publish real estate location-based reports needed for customers to make an informed buying decision, compiled by Amura Marketing Technologies.

About Amura Marketing Technologies

A performance-driven digital marketing company with expertise in real estate, fashion and ecommerce industries, Amura has helped India's top real estate developers grow through digital media. Marketing automation and big-data analytics form the company's forte, along with an excellent understanding of the real estate vertical.

It is the only company in India to successfully launch Real Estate Projects as exclusive Digital Launches. It has created various award winning marketing and advertising campaigns for renowned real estate developers across the country.

About 99acres.com

99acres.com is a division of Info Edge (India) Limited (BSE: Naukri), Info Edge (India) Limited (Info Edge) is India's premier on-line classifieds company in recruitment, matrimony, real estate, education and related services. 99acres is the leader in traffic share and one of India's first platforms to cater to the real estate market online and has a pan India listing of properties for sale, purchase and rent spanning 25 plus cities. It brings together builders, brokers, dealers and interested buyers /sellers and connects them over the online medium.

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