

# INDIAN REALTY FLASH SALE

*Amura Marketing Technologies, a featured Google Partner and a leading digital marketing company, in association with 99acres.com, India's largest real estate portal introduces the first ever largest online real estate flash sale in South India.*

*Indian Realty Flash Sale (IRFS) will be open from 26<sup>th</sup> of June to 28<sup>th</sup> of June 2015 and the Pre- registration period of about 14 days, has already begun from 12<sup>th</sup> of June 2015.*

This unique opportunity will provide a consumer centric transparent platform that brings the most trusted brands with the best deals, directly from the developers to the consumers, for Indian home-buyers across the globe to have access to more than 250 projects spread across more than 15 cities in 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. 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.

**Mr. Vikram Kotnis, Managing Director, Amura Marketing Technologies, Quotes:**

*"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 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"*

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 Grande to name just a few.

Brigade Enterprises Ltd, one of most credible developers of South India, joins hands with Amura Marketing Technologies to become a part of this flash sale.

**Om Ahuja, CEO, Brigade Enterprises Ltd comments:**

*"For over 29 years, we at Brigade firmly believe in values that are extremely crucial when it comes to delivering high quality homes to buyers. Our experience of delivering over 100 projects and expertise in building integrated townships differentiates us remarkably. The myth of high levels of unsold inventory will be countered by good job growth that has already started reflecting unlike other cities in North & West India.*

*This trend is fuelling the demand for residential projects in Bangalore followed by Chennai & Hyderabad. Brigade is happy to be a prominent partner with IRFS that provides a good opportunity to home buyers in availing offers and also promotes a transparent buying process."*

Casa Grande Private Limited, which is one of the Elite enterprises in Chennai based Real Estate collaborates with Amura Marketing Technologies to actively participate in this Flash sale.

**Mr Arun Kumar, Founder and Managing Director, Casa Grande Pvt Ltd, remarks:**

*“We are excited to be associated with this initiative. Casa Grande has always believed in the online space for marketing its projects and has always found great successes. We believe this initiative will aid in doing phenomenal sales”*

The IRFS has been divided into 3 phases namely the pre-registration phase, flash sale and coupon redemption phase. In the pre-registration phase the consumers can register on the website ([www.irfs.in](http://www.irfs.in)), browse the properties on offer and visit the developer’s project site. During the flash sale which will last for three days, 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.

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](http://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.

**The traffic generated for IRFS in the last 3 days for following cities is:**

Chennai: 8634 visits	Chennai: 350 enquiries
Bangalore: 13539 visits	Bangalore: 670 enquiries
Delhi in: 8514 visits	Delhi: 435 enquiries
Mumbai: 26148 visits	Mumbai: 1307 enquiries
Pune: 16473 visits	Pune: 865 enquiries

So the Total traffic generated from NRI and all cities across India is about 1, 14,122 with total inquiries: 7258.

### **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 or sellers and connects them over the online medium.