

TOI



VIHANG  
PRESENTS  
**TIMES  
SANSKRUTI  
ARTS FESTIVAL**  
UPVAN THANE  
BE A PART, CELEBRATE ART



**NAREDCO**  
**REALTY EXPO 2018**

REAL ESTATE | HOUSING FINANCE | HOME DECOR

**DESTINATION THANE**

**JANUARY**

**12 13 14 15**

**UPVAN, THANE 11am to 8 pm**

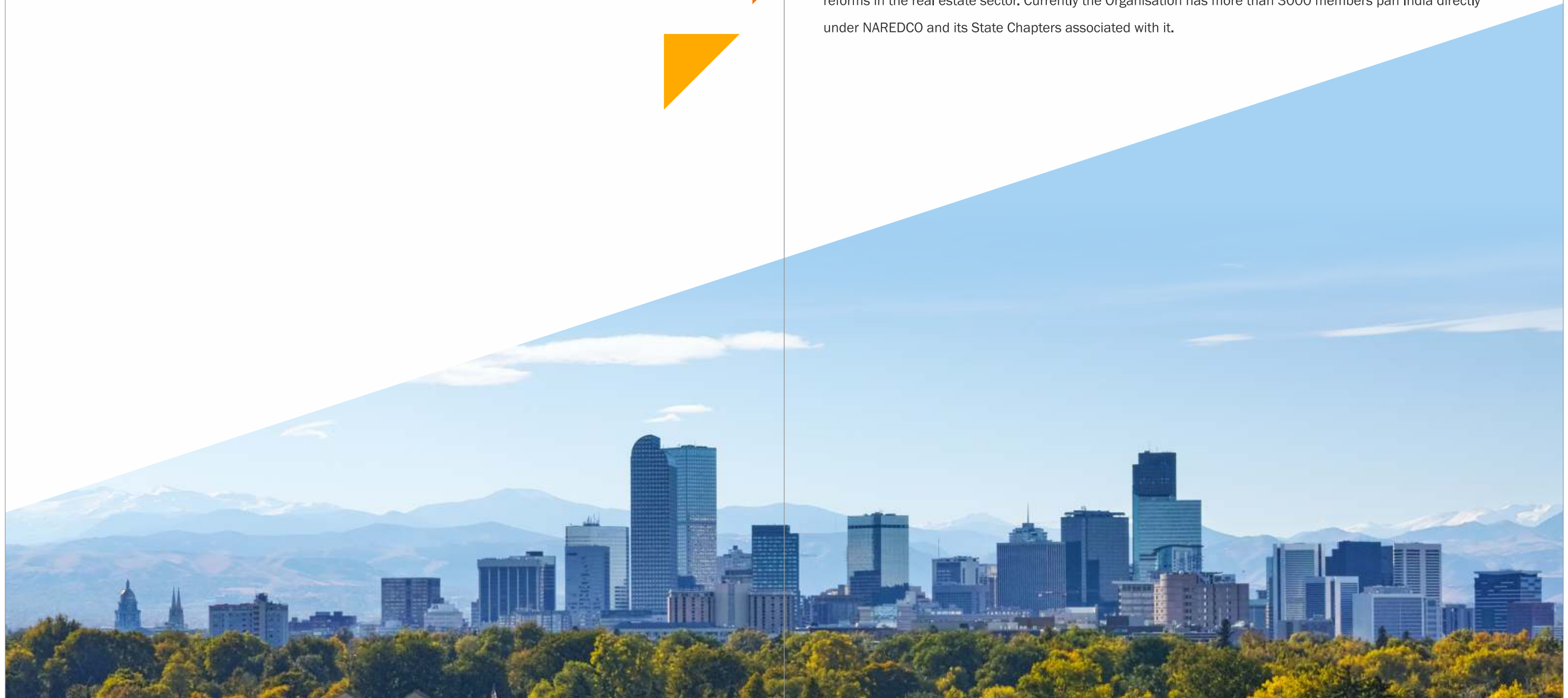
**NAREDCO**  
Maharashtra

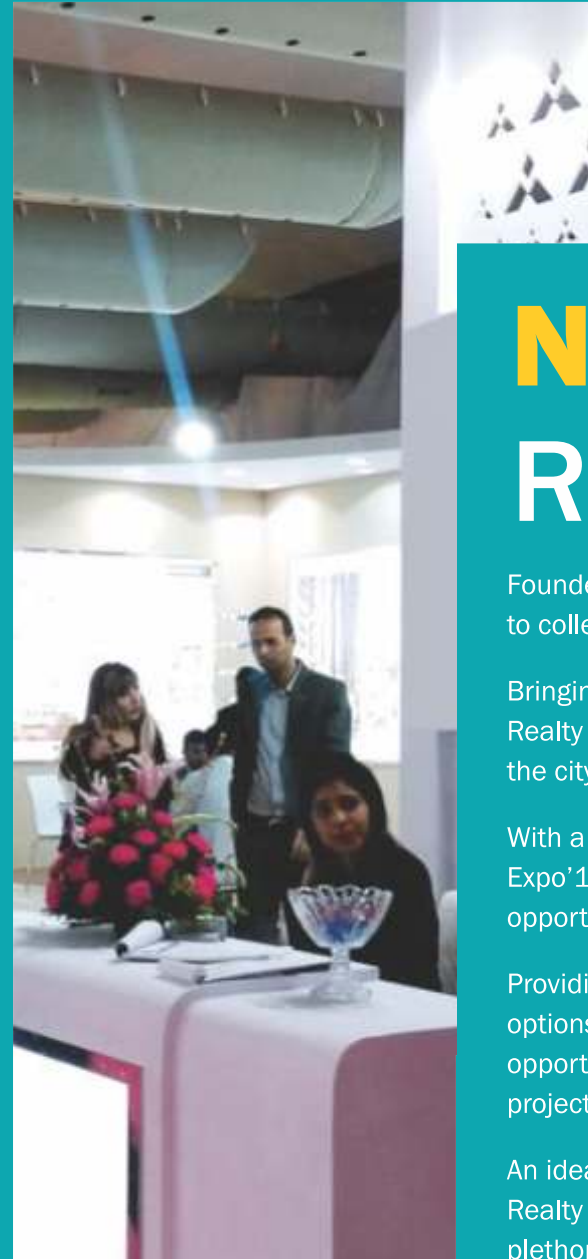
NAREDCO West Foundation C-Block, Sachin Tendulkar Stand, Wankhede Stadium, D Road, Churchgate, Mumbai-400020  
Phone : +91 22 6122 2300 | +91 22 2284 1604  
Email : naredcowest.com, naredcowest@gmail.com Website : www.naredcowest.com



## ABOUT **NAREDCO**

National Real Estate Development Council (NAREDCO) is the apex body of real estate sector under the aegis of Ministry of Housing & Urban Affairs, Government of India. The Hon'ble Minister Housing & Urban Affairs is its Chief Patron. NAREDCO members include Public and Private Sector Developers and all other stakeholders of real estate industry. NAREDCO works for promoting housing and real estate development and has contributed substantially in bringing the Real Estate Regulatory Bill, Affordable Housing policy of Government of India and various other reforms in the real estate sector. Currently the Organisation has more than 3000 members pan India directly under NAREDCO and its State Chapters associated with it.





## **NAREDCO** Realty Expo'18

Founded in 1998 as an autonomous self-regulatory body, NAREDCO strives to collectively influence and shape the Real Estate industry in India.

Bringing together the leading developers in Mumbai and Thane, NAREDCO Realty Expo'18 promises to be the single biggest housing exhibition that the city of Thane has witnessed.

With a firm commitment to provide housing for all citizens, NAREDCO Realty Expo'18 aims to uplift the city of Thane by providing Thanekars an opportunity to experience superior lifestyle.

Providing prospective property buyers an overview of all the available options within their budgets and locations of choice, developers have an opportunity to create awareness about their current and upcoming projects.

An ideal platform for developers to showcase their projects, NAREDCO Realty Expo'18 aims to help homebuyers find their dream home from the plethora of options available at the exhibition.



## **PRESIDENT'S DESK**



**Dr Niranjan Hiranandani**  
National President - NAREDCO &  
CMD Hiranandani Group.

Thane' a plush satellite town of Mumbai Metropolitan Region bestows serene living set amidst lush green backdrop of Yeoor hills and the scenic ambience of Upvan lake. For the first time ever a much awaited cultural extravaganza 'Times Sanskruti Art Festival' Thane has associated with National Real Estate Development Council (NAREDCO) an autonomous self-regulatory body under the aegis of Ministry of Housing and Urban Affairs, Govt. of India to promote the dream of 'Housing for All'. City of Thane reflects diverse heritage embedded with multi-cultural customs and traditions since its origin. It rightly caters to the mix of aspirational buyer's right from Affordable housing to the affluent buyer's aiming luxe living. I wish the success of the art festival to be co-scripted with the success of citizen's to make their dream home a reality.

Dr Niranjan Hiranandani





### CONNECTIVITY

Well connected by Rail and Road.  
Close to Mumbai, Navi Mumbai,  
Kalyan, Vasai & Virar.

THANE CITY  
POPULATION **2 MILLION**  
citizens from all strata of society.



EXPECTED FOOTFALL **3+ lacs**

visitors from Thane, Mumbai, Navi Mumbai  
and nearby areas.

**600 ARTISTS**

performing from national, international  
& local repute, handicrafts, mouth-watering  
array of different cuisines.

### EVENT SPREAD ON 15 ACRES OF UPVAN LAKE PRECINCTS

#### MAIN STAGE :

With 5000 + seating capacity dedicated  
for celebrity performances and signature events.

#### PERFORMANCE STAGES :

5 stages for artists of Thane & neighbouring  
areas to showcase their talent in Music & Dance.

#### VISUAL ARTS GALLERY

and dedicated areas for workshops.

#### STALLS :

200 + Exhibition and Sales Stalls spread  
along the 1 km periphery of the lake.



### Pratap Sarnaik

Founder & Chairman of Sanskruti Art Festival

"Thane is one of the most diverse cities in Maharashtra, where we encourage, promote and showcase India's rich and diverse heritage. We are making the Good Culture of India available to all, regardless of age, gender, language, ethnicity, socio-economic status and ability to pay, as an amazing gift this year again."





**SANSKRUTI ART FESTIVAL  
Master layout plan**

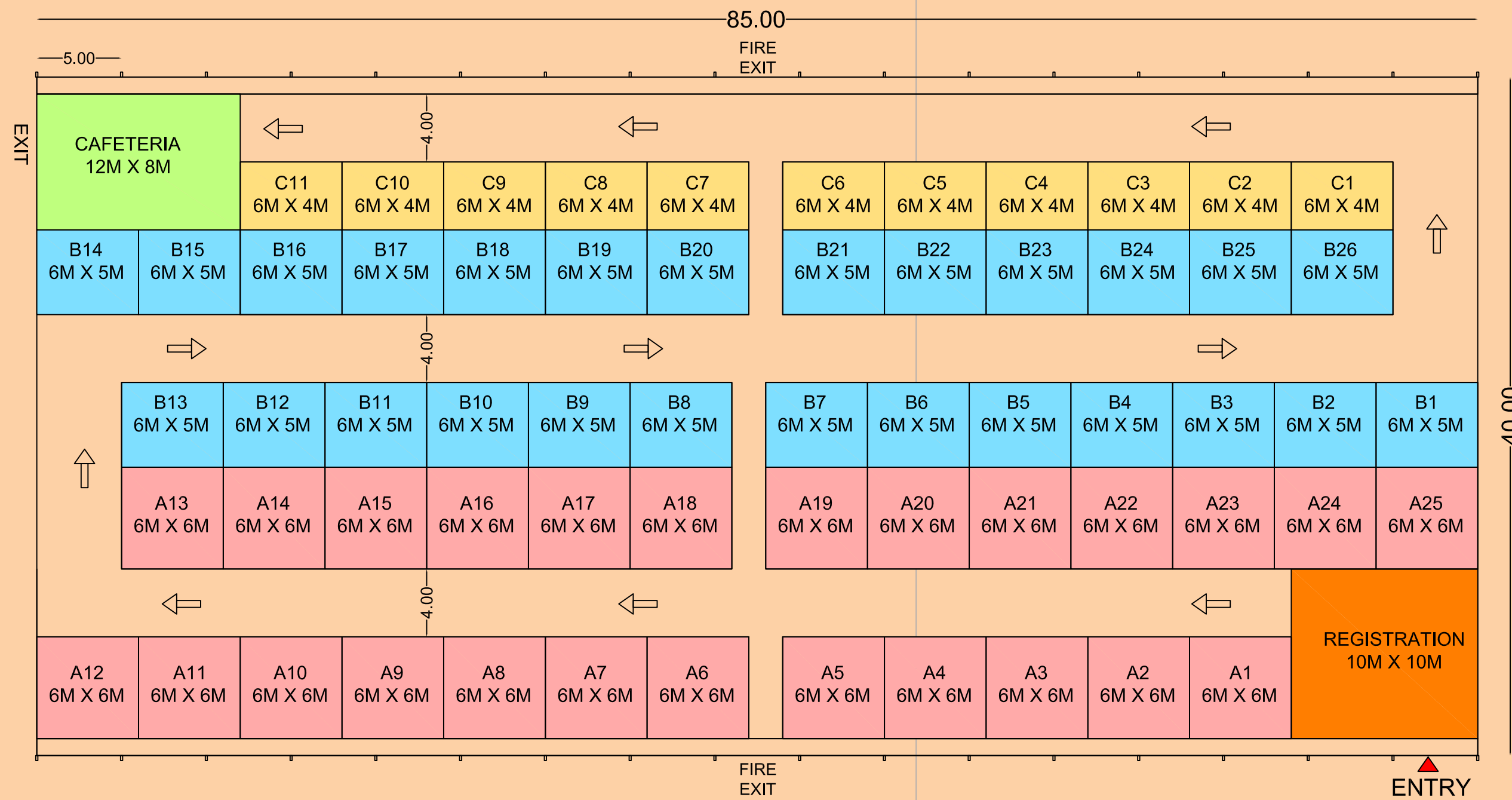


**NAREDCO**  
**REALTY EXPO 2018**  
REAL ESTATE | FINANCE | HOME DECOR

# STALL LAYOUT

## RATE CARD

STALLS	AREA	DIMENSIONS	AMOUNT
Stalls A1 to A39	36 Sqmtrs	6m x 6m	5,04,000
Stalls B1 to B13	30 Sqmtrs	6m x 5m	3,60,000
Stalls C1 to C26	30 Sqmtrs	6m x 4m	2,40,000



- 1) 6m x 6m = 25 Nos.
- 2) 6m x 5m = 26 Nos.
- 3) 6m x 4m = 11 Nos.

# MEDIA PLAN

## TELEVISION

Ensuring comprehensive coverage of the Realty Expo'18 in key news channels (regional and national) from onsite event.

## PRESS/MEDIA PR

Releasing appropriate material to leading publications and media houses to ensure ideal coverage of the event.

## PUBLIC RELATIONS

Campaign to reach out to the media across Mumbai and Maharashtra via news channels, print, radio and online networks.

## SOCIAL & DIGITAL MEDIA OUTREACH

Leveraging social media presence, grabbing eyeballs, driving engagement, triggering virality around the event, reaching out to the target audience and establishing a direct connect through Facebook, Twitter and other social media platforms.

## OUT DOOR & PRINT ADVERTISING

Creative hoardings in high visibility areas across the city. Advertorials and advertisement campaigns in print newspapers to ensure maximum reach amongst the target audience.

## MULTIPLEX ACTIVATIONS

Tie - ups with major multiplex chains for activations like slide inserts during movie intervals, standee branding, branding on the ticket jackets amongst others.

## MAGAZINE

Write-ups in leading realty and lifestyle publications to ensure visibility towards the event.

## TELEMARKETING

A dedicated tele-calling team will be appointed for audience generation. This exercise would be monitored by leading professionals to ensure the event reaches the right ears.

## SMS BROADCAST

Regular updates will be done through SMS blast on upcoming events and highlights of the expo to the target audience.

## RADIO

To reach the target audiences in Mumbai, NAREDCO will tie up with a premier radio channel airing interesting ad jingles and interviews during drive-time to ensure maximum listenership - driving traffic towards the event.

## E-MAILERS

Potential visitors will be sent a specially designed electronic direct mail showcasing various features of the NAREDCO Realty Expo 2018 - with specific call to action.

## WEBSITE

Bringing the latest from the event on the NAREDCO website, capturing database and connecting partners with prospects.

# PREVIOUS PARTNERS

## SUPPORTED BY



## POWERED BY



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



# OUR TEAM

SUPPORTED BY

**PRATAP  
SARNAIK**  
FOUNDATION



## ORGANISING COMMITTEE

### MANAGING COMMITTEE

**Shri. Pratap Sarnaik**  
Chairman

**Purvash Sarnaik**  
Executive President

Dalvir Reel  
Gopal Menon  
Lata Rajesh  
Mohan Puthran  
Rajesh Vyas

**Arunkumar Suvarna**  
Vice Chairman

**Suman Vijayakar**  
Joint Secretary

Ranjana Jagtap  
Ravi Nawale  
Ravi Vishwanathan  
Sandeep Maheshwari  
Sandhya Iyer Bhide

**Manoj Pillai**  
Secretary

**Rajeev Mundra**  
Treasurer

Sandhya Salunke  
Sanjay Patil  
Snehal Raole  
Sucheta Kaloti  
Sunita Sinha

### ADVISORY BOARD

Ajay Ashar  
Amit Chandole  
Amarsingh Thakkur  
Jitendra Mehta  
Kushal Bhandary

Naina Parmar  
Ramesh Vyas  
Ramnik Motta  
Ratnakar Shetty  
Revati Srinivasan

Sandeep Karnavat  
Shom Mazumdar  
Shraddha Bandelkar  
Unnikrishnan V. Nair  
Vishwas Kulkarni

### COORDINATING COMMITTEE

Anand Patil  
Anita Gole  
Jital Golwala  
Kashmira Trivedi  
Kush Gala

Namrataa Srivastav  
Navin Shah  
Pawan Menon  
Kavvita Shharma  
Rahul Kakodkar

Rakesh Shinde  
Sachin Dalvi  
Sharmilaa Gupte Iyer  
Swagatha Chatterjee  
Varsha Karale

## NAREDCO MAHARASHTRA MANAGING COMMITTEE 2017-2018

Sr. No	NAREDCO Designation	Person	Organization
1	National President	Mr. Niranjan Hiranandani	Hiranandani Constructions
2	President	Mr. Neel Raheja	K Raheja Corp Pvt Ltd.
3	President Elect	Mr. Rajan Bandelkar	Raunak Group
4	Vice President	Mr. Abhishek Lodha	Lodha Group
5	Vice President	Mr. Mukesh Mehta	Silver Group
6	Vice President	Mr. Ashok Mohanani	Ekta World
7	Vice President	Ms. Manju Yagnik	Nahar Builders Ltd.
8	Vice President	Mr. Hitesh Thakkar	Prem Developers
9	Secretary	Mr. Gopal Narang	Narang Realty
10	Jt. Secretary	Mr. Kamlesh Thakur	Srishti Group
11	Jt. Secretary	Mr. Anish Shah	Shreeji Group
12	Jt. Secretary	Mr. Rohit Poddar	Poddar Developers Limited
13	Treasurer	Mr. Prashant Sharma	GHP Corp
14	Jt. Treasurer	Mr. Hitesh Bhagtani	A.P. Properties
15	Co-ordinator	Mr. Ashish Raheja	Raheja Universal Pvt Ltd
16	Co-ordinator	Mr. Meetesh Sugla	Parshwa Gruh Nirman LLP
17	Co-ordinator	Mr. Anil Shah	Rushi Group
18	Co-ordinator	Mr. Arvind Desai	Lotus Realty
19	Co-ordinator	Mr. Jitendra Mehta	Mehta Realtors
20	Co-ordinator	Mr. Prakash Baviskar	Baviskar Group
21	Co-ordinator	Ms. Dimple Khetan	Arahat Capital Ltd
22	Member	Mr. Maulik Dave	Skyline Group
23	Member	Mr. Anshul Bhimjyani	T Bhimjyani Realty Pvt Ltd.
24	Member	Mr. Vikas Walawalkar	Samartha Development Corporation
25	Member	Mr. Milan Shah	Matrubhumi Group
26	Member	Mr. Aspan Cooper	Spenta Corp
27	Member	Mr. Rajesh Doshi	Acme Housing
28	Member	Mr. Kishore Bhatija	K Raheja Corp
29	Member	Mr. Sharad Babaria	Vraj Group
30	Member	Mr. Mukesh Yeole	Siddhesh Developers
31	Member	Mr. Shrikant Shitole	Tycoons Realities
32	Invitee Member	Mr. Abhishek Kapoor	Raymond Reality
33	Invitee Member	Mr. Deepak Chheda	Rodium Realty
34	Invitee Member	Mr. Sandeep Runwal	Runwal Developers Pvt. Ltd.
35	Invitee Member	Mr. Dharmesh Chheda	PrinceCare Realty
36	Invitee Member	Mr. Navin Makhija	The Wadhwa Group