



**DNA, BEST HOMES BEST DEALS** will usher a new excitement among the buyers of homes in the city of Bangalore. The packaging, marketing and timing of the show will draw potential buyers to the show and thus enable exhibitors to make significant sales. This event will not only be a great place to generate leads and close deals, but to build your brand equity as well.

**Daily News and Analysis (DNA)** is a daily English newspaper published from Mumbai, Ahmedabad, Surat, Pune, Jaipur and Bangalore in India. Launched on July 30, 2005, targeted at a young readership, DNA is India's fastest growing English newspaper

### **Concept and Managers**

**Triple Tree** is a relationship management firm. Our flagship event is GIREM, which is held every year in GOA in the month of September. GIREM brings together all the stake holders of **urban planning and real estate for a three day power packed sessions.**

## WHAT?

**Best Homes Best Deals** is a platform for developers to showcase their residential projects to potential buyers.

All exhibitors to offer minimum of 10% off on the listed price

## WHY?

- It is time to re-boot the demand.
- Changing perception of no good deal and price will fall.
- Reduction of interest rate for individual home buyers, not taken advantage
- A right product with right price will be a seller no matter what economic conditions prevail.
- Our estimates - 16 lakh ITP, 75% still not owning homes
- ITP influx continues at 50K annum, not to forget the rest.

## Best Homes Best Deal IS DIRECT CONNECT

## WHEN?

**BANGALORE, INDIA JULY 4-5, 2009**  
**PALACE GROUNDS / KORAMANGALA INDOOR STADIUM**  
**TWO DAY EVENT**

## DEMOGRAPHY (BANGALORE)

### Visualizations : Bangalore at a Glance Pie chart (JNNURM CDP)

Creator: cag

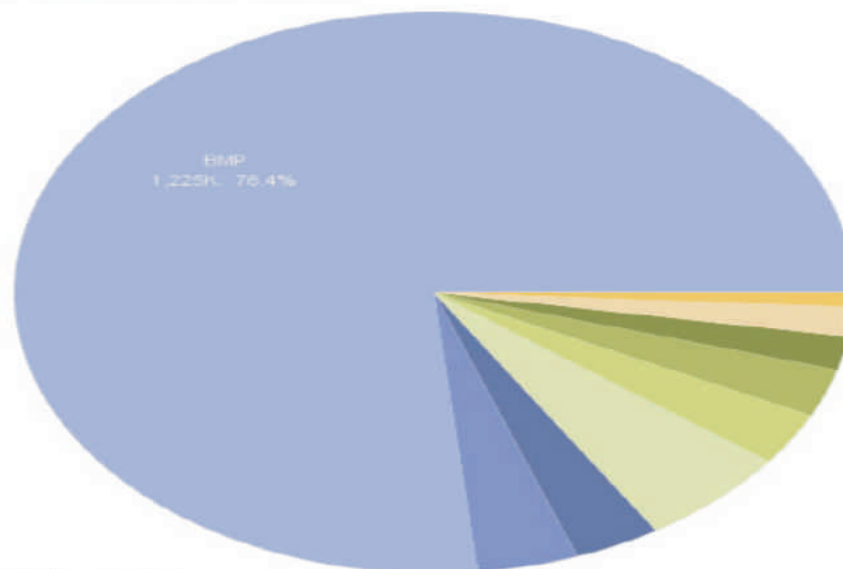
Tags: Households Greater Population, Bangalore,

#### Legend

Click to select,  
 Ctrl-Click: multiple  
 Shift-Click: range

BMP	1,225K
Bommana halli	65.9K
Byatarayana pura	52.8K
Dasarahalli	91.1K
KR Puram	50.2K
Mahadeva pura	44.0K
RR Nagar (Pattanag...	30.1K
Yelahanka	29K
Kengeri	14.3K

Number of households. Total-1,604K



To highlight or find totals,  
 click or control-click.

## WHO CAN SHOWCASE?

- Developers
- Service providers
- Banks

## PARTICIPATE

Sponsor  
5 Lakhs

Exhibit  
Built Up Space : Rs 2,70,000/ -for 18 sqm

## WHAT IT HAS IN STORE FOR SPONSORS?

**A “MUST STOP ZONE” is created for sponsors stands**

- 36 sqm space
- All visitors to pass through sponsor stand
- Branding at venue and in advertisement and hoardings
- Database of all visitors

## WHAT IT HAS IN STORE FOR EXHIBITORS?

- Exhibitors to showcase projects
- Exhibitors to get potential buyers
- Make sales
- Banks to offer loans
- Expected 150,000 visitors in a 2 day event

## WHAT IT HAS IN STORE FOR BUYERS

- Opportunity to see residential options across Bangalore city
- The Best Home Best Deal offers the visitors best buy for best home
- Banks to offer instantaneous loans

## VISITORS PROFILE

- End Users – Buyers of residential properties - Middle to high income group
- Families aspiring to own a house at an affordable price
- Corporate endusers

# BE A PARTNER AND WIN



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