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CANARA BANK

(A Government of India Undertaking.)

**Home Loan Festival** 



# Project Report



**Event Managed by** 



Sree Kanteerava Indoor Stadium 9th - 11th December 2005 • Time : 10 am - 8 pm





### **PARTICIPANTS**

Alpine Housing	H Raheja Builders	Prop World	SJR Group
<ul> <li>Ambience Projects</li> </ul>	Hara Housing	Puravankara Projects	Skyline Construction
<ul> <li>Aviva</li> </ul>	Indus Homes	R.S. Developers	Sobha Developers
Brundavan Const.	Mantri Developers	<ul> <li>Reddy Structures</li> </ul>	Sterling Developers
<ul> <li>Canopy Dwellings</li> </ul>	Metrocorp	<ul> <li>Royal Retreat Resorts</li> </ul>	Theme Homes
Daya MK Developers	Nitesh Estates	• SCT	<ul><li>Unitech</li></ul>
<ul> <li>ELITE Properties</li> </ul>	Novel Nests	Shravanthi Shelters	Vaswani Group
Golden Gate	Pariwar Properties	<ul> <li>Shriram Properties</li> </ul>	Vishnupriya Builders

### AMBIENCE



### **Home Loan Festival**











### **AMBIENCE**



### **Home Loan Festival**















### **Inauguration By**

### **Shri. MBN Rao**

Chairman & Managing Director, Canara Bank

# oments Home Loan Festival

















### CANARA BANK (A Government of India Undertaking.)

**Home Loan Festival** 















# **Book Release**Press Meet



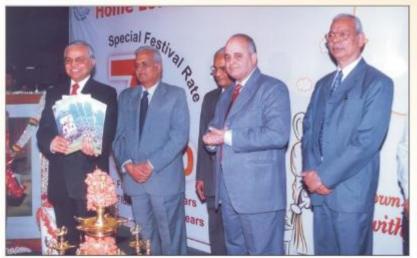
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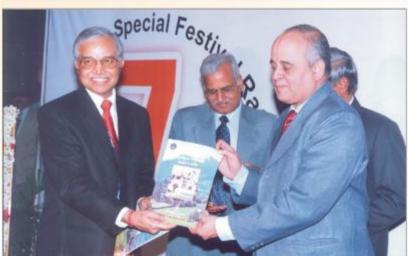
### Home Loan Festival













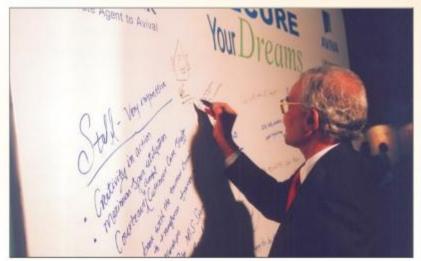
### CANARA BANK (A Government of India Undertaking.)

### Home Loan Festival











# MEMORABLE Moments CANARA BANK (A Government of India Undertaking.) Home Loan Festival













# oments Home Loan Festival



















# Moments Home Loan Festival

















# Moments Home Loan Festival





















# oments Home Loan Festival



















### CANARA BANK (A Government of India Undertaking.)



### oments Home Loan Festival















# Moments Home Loan Festival

















# OMENTS Home Loan Festival





















### **Special Attractions**

Lucky Draw Every One Hour Emcee Painting Competition Bouncing Castle For Kids

# OMENTS (A Government of India Undertaking.) Home Loan Festival





















### CANARA BANK (A Government of India Undertaking.)

### oments Home Loan Festival















# MEMURABLE (A Government of India Undertaking.) Home Loan Festival















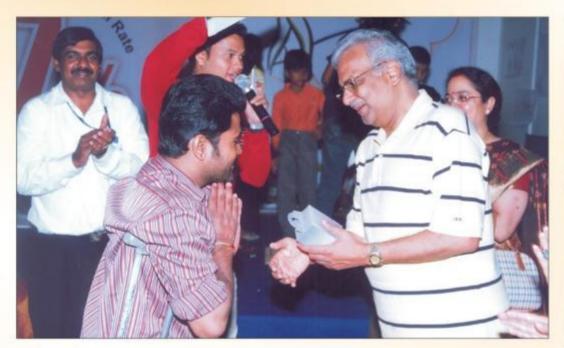


## Oments Home Loan Festival







































# Moments Home Loan Festival

























### **Print Materials**

POSTERS 600 NOS

HANDBILLS 30000 NOS

DIRECT MAILER 2000 NOS

RESPONSE CARDS 7500 NOS

BADGES 300 NOS



### **Poster**



Sree Kanteerava Indoor Stadium

9th - 11th December 2005 • Time : 10 am - 8 pm

TIMES PROPERTY

**Event Managed by** 

Relio Quick



Special Festival Page

7.25% Floating - 5 to 20 Years



own your Dream Home with Canara Bank

Home loan



BUILDERS

### Special Attractions

- Free Property & Personal Accidental Insurance
- . Spot Loan Approval
- No Processing Charges
- · Free legal Scrutiny
- Free Property Valuation
- Free Credit Card
- · No Hidden Charges



### Documents required

- · Passport size Photos 2 Nos
- Proof of Residence
- . Bank Statement for Last 6 Months
- . For Salaried class Latest Salary Slip and IT Returns for last 2 Years.
- . For others iT Returns for the Last 3 Years

### Visit with Entire family

- . Drawing competition for Kids
- Entertainment Games, etc.
- . Food Court

Event Managed by:



For Details Contact: 22128841, 25327044

**DEVELOPERS** 

**HINTERIORS** 



### Handhill









### Home Loan Festival

Sree Kanteerava Indoor Stadium 9th - 11th December 2005 • Time : 10 am - 8 pm



Special Festiva



7.00% Floating upto 5 Years 7.25% Floating - 5 to 20 Years







- Free Property & Personal Accidental Insurance
- Spot Loan Approval
- No Processing Charges
- Free legal Scrutiny
- · Free Property Valuation
- Free Credit Card

- · No Hidden Charges

For Details Contact : 22128841, 25327044





Visit with entire family: Entertainment, Lucky Draws, Food Court

### CANARA BANK HOME LOAN FESTIVAL

Salaried / Self Employed / Professional / Businessmen

Loan Amount 1 5 times the gross annual income

Purchase of Site and construction thereon / purchase of ready house / Purpose

flat / regains or renovation / take over of HL from other banks.

New House - 15% and Old house - 20%

### Special rate of interest / EMI chart

(EMIs Per lac & EMI Shown is for 5 year, 10 year & 20 year loans)

FLOATING (EMI)	FIXED (EMI)
7,00% (1980)	8.00% (2028)
7.25% (1174)	9.00% (1267)
7.25% (790)	9.25% (916)
	7.00% (1980) 7.25% (1174)

### Documents required

- · Passport size Photos 2 Nos
- . Proof of Residence
- . Bank Statement for Last 6 Months
- · For Salaried class Latest Salary Slip and IT Returns for last 2 Years.
- . For others IT Returns for the Last 3 Years



### WIDE RANGE OF PROPERTIES

### **PARTICIPANTS** Mantri Developers

- Alpine Housing
- Ambience Projects
- Aviva
- Brundavan Constructions
- Canopy Dwellings.
- Daya MK Developers
- · ELITE Properties
- Golden Gate
- H Raheja Builders
- Indus Homes
- Hara Housing
- Pariwar Properties Prop World

Metrocorp

Nitesh Estates

- Puravankara Projects
- \* R.S. Developers
- \* Reddy Structures Royal Retreat Resorts
- . Shravanthi Shelters

- Shriram Properties
- . SJR Group
- Skyline Construction
- Sobha Developera
- . Sterling Developers
- \* Thome Homes Contractors
- Unitech
- \* Vaswani Group
- Vishnupriya Builders



### Home Loan Festival Direct Mailer



### CANARA BANK **Home Loan Festival**



Canara Bank cordially invites you to

### Home Loan Festival

A mega Property & Finance show

Sree Kanteerava Indoor Stadium, Bangalore

From 9th - 11th December 2005

Time: 10 am - 8 pm



own your Dream Home with Canara Bank

Home loan





### CANARA BANK Home Loan Festival

### Attractions'

- Special Festival Rate
- Spot Approval
- · Free Credit Card
- No Processing Fee
- No Hidden Charges
- Avail Additional benefits

### SPECIAL COUNTER FOR HIGH VALUE PROPERTIES

### Documents required

- 1. Passport size Photos 2 Nos
- 2. Proof of Residence
- 3. Bank Statement for Last 6 Months
- 4. For Salaried class Latest Salary Slip and IT Returns for last 2 Years.
- 5. For others IT Returns for the Last 3 Years

### Visit with Entire family

- · Drawing competition for Kids
- Entertainment Games etc.
- · Food Court

### **PARTICIPANTS**

- Alpine Housing
- Ambience Projects
- . Aviva
- Brundavan Constructions
- BSR Developers Canopy Dwellings
- Daya MK Developers
- **ELITE Properties**
- Golden Gate
- - H Raheja Builders
  - Hara Housing

- IDEB Indus Homes
- Mantri Developers
- Nitesh Estates
- Pariwar Properties
- \* Prop World Puravankara Projects
- \* R.S. Developers
- Reddy Structures
- \* Royal Retreat Resorts
  - \* SCT

- Shriram Proporties
- · Shravanthi Shelters
- · SJR Group
- Skyline Construction
- Sobha Developers
- \* Sterling Developers
- \* Theme Homes Contractors
- \* United
- Vaswani Group.
- Vishnuprive Builders





### **Response Card**

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13	CANARA (A Government of India Undertaking,)	BANK	
1	<b>Home Loan</b>	<b>Festival</b>	

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E mail :(Mob	.)
Occupation : Salaried	Self employed
Income :	☐ > Rs. 25000/- pm
I am Interested in :	
☐ Home Loan ☐ Car Loan	Personal Loan
Education Loan  Two Wheeler	Loan
Presently banking with	
Date	





### **Media Plan**

S.No.	PUBLICATION	DATE OF RELEASE	POSITION
1	TOI	4th Dec 05	Page 3 B/ W Display ad
2	TOI	7th Dec 05	Page 5 Color Display ad
3	Times Property	9th Dec 05	Page 3 Full Page Advitorial
4	VK	9th Dec 05	Page 5 B/ W Display ad
5	Sanjevani	9th Dec 05	Back Page Color Display ad
6	TOI	10th Dec 05	Back Page Color Display ad
7	PV	10th Dec 05	Page 3 Color Display ad
8	TOI	11th dec 05	Front Page Color Display ad
9	PV	11th dec 05	Page 3 Color Display ad
10	VK	11th dec 05	Page 5 B/W Display ad
11	Indian Express Kannada Prabha	11th dec 05	Front Page Color Display Ad







TOI 4thDec '05







TOI 7thDec '05



### Canara Bank's Centenary Bonanza For Bangaloreans

**Event Managed by** Relio Quick



9th Dec' 05 TIMES PROPERTY FULL PAGE







VK 9thDec '05







SV 9thDec '05







TOI 10thDec '05













TOI 11thDec - Golden Ad



















PV 11thDec '05







VK 11thDec '05





### **Media Coverage**

The Economic Times
The Hindu Business Line
The Business Standard
The Financial Express
The Times of India
The Hindu
The New Indian Express
Deccan Herald
Vijaya Times

The Asian Age
Samyuktha Karnataka
Osha Kirana
Vijaya Karnataka
Udayani
Kannada Prabha
Hosa Digantha
Prajavani
Vartha

E-Nadu
Andhara Jyothi
Mathrubhoomi
Malayala Manorama
Madhyamam
Daily Thanthi
Rajasthan Pathrika
PTI

### **THANK YOU**