

Relio Quick



A Realty Fair

One-Stop-Shop for Property & Finance

PROJECT REPORT

Koramangala
Indoor Stadium
Bangalore

23rd - 25th July 2004

In Association with

ICICI Bank
Home Loans

ICICI
Home Search

AMBIENCE

Front Gate Arch



Signage



Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

**One-Stop-Shop
for Property
& Finance**

Event Organisers :



AMBIENCE

Inaugural Backdrop



Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Falicitation Area Backdrop



**One-Stop-Shop
for Property
& Finance**

Event Organisers :



PARTICIPANTS

Relio Quick



A Realty Fair
In Association with



23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

- | | | |
|--------------------------|-----------------------------------|------------------------|
| ✧ Aishwarya Group | ✧ Kristal Group | ✧ Salarpuria Group |
| ✧ Brigade Group | ✧ Mantri Developers | ✧ Sigma |
| ✧ Canopy Dwellings | ✧ Mythreyi Promoters & Developers | ✧ SJR Builders |
| ✧ Esteem Developers | ✧ Hinduja Land Development | ✧ Skyline Construction |
| ✧ Golden Gate Properties | ✧ Mahaveer | ✧ Sobha Developers |
| ✧ Gopalan Enterprises | ✧ Puravankara Projects | ✧ Sun City |
| ✧ HM Constructions | ✧ Ranka Group | ✧ Total Environment |
| ✧ ICICI Lombard | ✧ Rohan Builders | ✧ Vaswani |

**One-Stop-Shop
for Property
& Finance**

Event Organisers :



MEMORABLE GLIMPSES

Birds eye view

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



**One-Stop-Shop
for Property
& Finance**

Event Organisers :



MEMORABLE GLIMPSES

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



**One-Stop-Shop
for Property
& Finance**



Event Organisers :



MEMORABLE GLIMPSES

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Inauguration by

Mr. Rajiv Sabharwal

COO - ICICI Home Finance Company Ltd.

**One-Stop-Shop
for Property
& Finance**

Event Organisers :



MEMORABLE GLIMPSSES

Inauguration by
Mr. Rajiv Sabharwal
COO - ICICI Home Finance Company Ltd.

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



One-Stop-Shop for Property & Finance

Event Organisers :



MEMORABLE GLIMPSES

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



One-Stop-Shop for Property & Finance

Event Organisers :



MEMORABLE GLIMPSSES

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



One-Stop-Shop for Property & Finance



Event Organisers :



SPECIAL ATTRACTIONS



✓ *On the Spot Drawing Competition for Kids*

✓ *Emcee*

✓ *Bouncing castle for Children*

One-Stop-Shop for Property & Finance

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



Event Organisers :



OUTDOOR PUBLICITY

Relio Quick



A Realty Fair
In Association with



23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

✓ <i>Promotional Vans</i>	<i>4 Vans for 5 days</i>
✓ <i>Human Banners</i>	<i>10 nos</i>
✓ <i>Mobile Hoarding</i>	<i>2 Truck for 5 days</i>
✓ <i>Flex Bunting</i>	<i>50 nos</i>

**One-Stop-Shop
for Property
& Finance**

Event Organisers :



OUTDOOR PUBLICITY

Promotional Vans



**One-Stop-Shop
for Property
& Finance**

Relio Quick



A Realty Fair

In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Human Banner



Event Organisers :



OUTDOOR PUBLICITY

Mobile Hoarding

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore



One-Stop-Shop for Property & Finance



One-Stop-Shop for Property & Finance

125 04



One-Stop-Shop for Property & Finance

**One-Stop-Shop
for Property
& Finance**

Event Organisers :



MEDIA PLAN

S. No.	Date of Release	Position	Publication
1	21st July	Page 3 B/W	Times of India
2	23rd July	Front Page	Times of India
3	24th July	Page 3 B/W	Times of India
4	25th July	Page 3 B/W	Times of India
5	23rd July	Front Page	Economic Times
6	23rd July	Page 5 B/W	Deccan Herald
7	24th July	Page 3 B/W	Deccan Herald
8	25th July	Front Page	Indian Express
9	23rd July	Front Page	Prajavani
10	25th July	Front Page	The Hindu
11	25th July	Front Page	Asian Age

**One-Stop-Shop
for Property
& Finance**

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Event Organisers :



PRESS ADS.

After Grand Success at Delhi - Now in Bangalore

Relio Quick

Property Affaire
A Realty Fair
In Association with

ICICI Bank Home Loans **ICICI Home Search**

Offers **Visit** **Koramangala Indoor Stadium**
23rd - 25th July '04, 10.00am - 8.00 pm

LAST DAY TODAY

One-Stop-Shop for Property & Finance

Property Affaire...
answers all the queries that the prospective buyer might have regarding Properties. The exhibition will focus on various property options from leading builders and home financing options from ICICI Bank.

Home Loans @ 7%* **0% Processing Fees***

Introducing **Part Fixed & Part Floating Home Loans**

- Spot Sanctions
 - Best of Properties under one roof
- An event for the whole family



Participants:

<ul style="list-style-type: none"> • Latest survey 16 • From 10 to 99 • Bank Statement - last 3 months • One cheque/ cash • One Passport size photo • Appraisal 	<ul style="list-style-type: none"> Aashwarya Group Brigade Group Canopy Dwellings Expansive Developers Golden Gate Properties Gopalan Enterprises Hinduja Land Development 	<ul style="list-style-type: none"> HM Constructions IGCI Lombard Kristal Group Market Developers Mythreyi Promoters & Developers Mahaveer Puravankara Projects 	<ul style="list-style-type: none"> Ranka Group Rohan Builders SRI Builders Solaris Group Sigma Skyline Construction Sobha Developers Sun City Total Environment Vaswani
---	---	---	---

* Offer valid for a limited period on adjustable rate Home Loans only. * Edmex fee applicable. Conditions apply.

One-Stop-Shop for Property & Finance

After Grand Success at Delhi - Now in Bangalore

Relio Quick

Property Affaire
A Realty Fair
In Association with

ICICI Bank Home Loans **ICICI Home Search**

Offers **Visit** **Koramangala Indoor Stadium**
23rd - 25th July '04, 10.00am - 8.00 pm

LAST DAY TODAY

One-Stop-Shop for Property & Finance

Property Affaire...
answers all the queries that the prospective buyer might have regarding Properties. The exhibition will focus on various property options from leading builders and home financing options from ICICI Bank.

Home Loans @ 7%*

Introducing **Part Fixed & Part Floating Home Loans**

0% Processing Fees*

- Spot Sanctions
 - Best of Properties under one roof
- An event for the whole family



Participants:

<ul style="list-style-type: none"> Aashwarya Group Brigade Group Canopy Dwellings Expansive Developers Golden Gate Properties Gopalan Enterprises Hinduja Land Development HM Constructions 	<ul style="list-style-type: none"> IGCI Lombard Kristal Group Market Developers Mythreyi Promoters & Developers Mahaveer Puravankara Projects Ranka Group Rohan Builders Solaris Group Sigma Skyline Construction Sobha Developers Sun City Total Environment Vaswani
---	--

* Offer valid for a limited period on adjustable rate Home Loans only. * Edmex fee applicable. Conditions apply.

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd - 25th July, 2004

Koramangala Indoor Stadium, Bangalore

Event Organisers :



MEDIA COVERAGE

DECCAN HERALD

THE ASIAN AGE

THE NEW INDIAN EXPRESS

RAJASTHAN PATRIKA

KERALA KAUMUDI

PRAJAVANI

DINA MANI

**One-Stop-Shop
for Property
& Finance**

Relio Quick



A Realty Fair

In Association with



23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Event Organisers :



PRINT MATERIAL

✓ Direct Mailer	10,000 nos
✓ Registration Card	5,000 nos
✓ News Letter	15,000 nos
✓ Carry Bag	4,000 nos
✓ Invitation	250 nos
✓ Hanbill	50,000 nos
✓ Poster	500 nos
✓ Post it	50,000 nos

**One-Stop-Shop
for Property
& Finance**

Relio Quick



A Realty Fair
In Association with

ICICI Bank
Home Loans

ICICI
Home Search

23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Event Organisers :



PRINT MATERIAL

Carry Bag



**One-Stop-Shop
for Property
& Finance**

Relio Quick



A Realty Fair

In Association with



23rd -25th July, 2004

Koramangala Indoor Stadium, Bangalore

Event Organisers :



Thank you