



## Post Event Summary

### India Realty Expo 2009 June - DUBAI

**Exhibition Dates:** Thursday 4<sup>th</sup> - Friday 5<sup>th</sup> - Saturday 6<sup>th</sup> June, 2009

**Venue:** Sheraton Dubai Creek Hotel & Towers, Baniyas Street / Creek Road, Dubai

**Timings:** Day 1(4<sup>th</sup> June 2009): 5pm - 9pm  
Day 2 & 3 (5<sup>th</sup> & 6<sup>th</sup> June 2009): 10am - 1pm & 4pm - 9 pm

**List of Participants:**

**Developers : 14 & HFIs :3**

DEVELOPERS	PROJECTS
➤ AJMERA MAYFAIR GROUP	MUMBAI, BANGALORE & BAHRAIN
➤ AKAR CREATIONS PVT. LTD.	GOA
➤ BETTER HOMES	MUMBAI, CHENNAI & NAGPUR
➤ EVEREST DEVELOPERS	MUMBAI & THANE
➤ HIRANANDANI CONSTRUCTIONS PVT. LTD.	MUMBAI & THANE
➤ MARATHON GROUP	MUMBAI & THANE
➤ NAHAR GROUP	MUMBAI
➤ NIRMAL LIFESTYLE	MUMBAI
➤ NYATI GROUP	PUNE
➤ OUR TOWN	KHARDI HILLS
➤ PATHY HOUSING	BANGALORE
➤ PRANJEE GROUP	MUMBAI
➤ RUSTOMJEE	MUMBAI, THANE & VIRAR
➤ TOTAL ENVIRONMENT	BANGALORE & PUNE

HOUSING FINANCE INSTITUTIONS
➤ BANK OF BARODA
➤ DHFL
➤ HDFC Ltd.

**Inauguration:**

The exhibition was inaugurated by His Excellency Mr. Partha Ray, the Consul (Commerce) to the Consulate General of India, Dubai. He visited each and every stall and interacted with all the representatives, spent almost an hour at the exhibition.

### **Total Number of Visitors Registered : 1,096**

Day 1 : 167

Day 2 : 551

Day 3 : 378

The above figure indicates the number of forms collected & not the actual number of walk-ins as people who came in groups & families of 2 - 3 filled in only a single form.

### **Total Number of Walk Ins : 2,700**

#### **Advertisements & P.R.:**


The exhibition was widely promoted through advertisements in the following leading newspapers in Dubai;

-  Gulf News
-  Khaleej Times
-  Gulf Today






Advertisements on 89.1 Radio FM & 101.6 City FM were done.  
A total of 7500 sms's and more than 15,000 emailers were sent to the database of NRIs in Dubai.

Media spend in Dubai was around Rs. Twenty One lakhs.

#### **Feedback from Exhibitors:**

-  Abhishek Desai HDFC Limited - Dubai said, "Like every year it was a pleasure to participate in MCHI's Dubai Exhibition held from the 4<sup>th</sup> to the 6<sup>th</sup> of June 2009. The event was well organized and executed. Considering the current economic scenario the response was very good. We got around 100 inquiries at our stall over the three days of the exhibition. Most of them were good inquiries. Flats in the 35 to 50 lakh segment were more in demand. Overall it was a good show, we hope to generate good business from the leads."

#### **Conclusion:**

-  This being MCHI's 12<sup>th</sup> exhibition held at Dubai, the response & turnout was tremendous. All the exhibitors received a lot enquiries and some participants have picked up booking amount cheques.
-  Projects from Mumbai, Thane, Virar, Goa, Bangalore and Pune received a lot of enquires for residential flats.
-  The exhibitors felt that the quality of visitors was good as they were affluent, focused and high end consumers. Moreover visitors showed interest in low cost flats.
-  This time the NRI turnout was much much better than the previous two exhibitions held in June & November 08.  
The reasons are :
  - Low Property prices in India were attractive to NRIs.
  - Stable Indian Government was one of the major reasons as the NRI confidence level was on a high.
  - Loss of jobs in Dubai was a fear at their back of mind, hence investing in India was a safer bet.
  - Ready Properties, possession between 3-6 months, lower EMI's & above all the Subvention Scheme saw a major boost in NRI sales for the participants.
  - **A total of around 100+ flats were sold in the three days of the exhibition.**
-  The one day that the participants stayed back for follow up proved very useful to them as they could have meetings with the prospective buyers & a few exhibitors were able to close deals & get more cheques in that much time too.