



Exhibition Dates: 20th - 22nd July 2007

Venue: Olympia Convention Centre, Hammersmith Road, UK

Timings: Day 1 (20th July 2007): 2pm - 6pm
Day 2 & 3 (21st & 22nd July 2007): 10am - 6pm

Total Number of Participating Organisations: 22

Total Number of Stalls taken: 24

Developers: 19 and **HFIs:** 3

List of participants:

MUMBAI

- Hiranandani Developers Pvt Ltd
- Nahar Builders and Developers
- Our Town
- Ahuja
- Sternon Real Estate

GOA

- Akar Creations
- Acron

CHENNAI

- Indus Cityscape
- Akshaya Homes

KOLKATA

- Fort Group
- South City
- Merlin Projects Ltd
- Bengal Shrachi Housing Development Ltd
- Bengal Park Chambers Housing Development Ltd

PUNE

- Sairung Group of Companies

DELHI

- Ansal API
- Parsvnath Builders

NOIDA - UP

- Pushpanjali Contructions Pvt Ltd

GURGAON - HARYANA

- Vatika Township (P) Ltd

HOUSING FINANCE INSTITUTIONS

- HDFC
- LIC - Co Sponsor
- ICICI



Total Number of Visitors Registered:

Walk - ins: 1172

The above figure indicates number of walk-ins as people who came in groups & families of 3 - 4 filled in only a single form.

Advertisements & P.R.:

The exhibition was widely promoted through advertisements in the following leading newspapers, radio channels & internet campaign in Dubai. The total spend for media was around 25.4 lakhs, as compared to Rs 14,07,000 that was spent last year for print, television, radio & internet media. An increase of 80% was thus made in the media campaign for the current exhibition.

Print Advertisements

Paper	No of ads	Sizes	Dates	No of days
Gujarat Samachar	3	HP CLR	6 th , 13 th & 20 th July	3
Asian Voice	3	HP CLR	6 th , 13 th & 20 th July	3
Eastern Eye	3	HP CLR	6 th , 13 th & 20 th July	3
Gujarat Garvi	2	Full Page Color	13 th & 20 th July	2
Business Pharmacy	1	Full Page Color	1 st July 2007	1
Des Pardes	3	HP CLR	6 th , 13 th & 20 th July	3
Punjab Times	2	HP CLR	13 th & 20 th July	2

Television

Channel	No of spots	Dates	No of days
ZEE TV - Hindi	50	15 th July to 22 nd July	8
ZEE TV - Gujarati	40	15 th July to 22 nd July	8
ZEE TV - Punjabi	40	15 th July to 22 nd July	8

CREDAI & MCHI
Present



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B4U	100	9 th July to 22 nd July	14
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Radio

Radio	No of spots	Dates	No of days
Sunrise	120	6 th July to 22 nd July	17

Internet Ads

Website	Dates	No of days
Jeevansaathi.com	2 weeks	-
Yahoo.com	2 weeks	-
Ndtv	2 weeks	-
Smashhits.com	2 weeks	-
Google (Indian property search)	2 weeks	-
ABP (Bengali Association)	14 th July to 22 nd July	9 days

Direct Mailers were sent by courier to as many as 3000 people from a database by Kensington Real Estate on our behalf.

Note: The internet ads had generated as many as 106 online registrations for the exhibition.

Conclusion:

- ✚ Good business was generated by some of the exhibitors. Some of the Mumbai & Goa & the Gurgaon exhibitors closed on bookings worth approximately 30 crores.
- ✚ The extra day that people stayed back for the follow up was useful & a few had business meetings & were able to close deals.

CREDAI & MCHI
Present



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- ✚ Some exhibitors complained about the venue at Olympia as compared to Wembley & Harrow, but the same venue has been a success in the past two shows as well, so that was not a problem for the visitor traffic.
- ✚ Major property shows in London such as Asian Lifestyle, Home Buyers show happen in Central London. Even Axiom has always done their shows in the same area.
- ✚ One of the reasons that could have affected the visitor turnout would be the Axiom & Homes of India shows which had happened just a week before the MCHI exhibition.
- ✚ Parking charges are applicable at all venues on weekends, so that also could be a possibility for low visitor turnout.