

Shapoorji Pallonji launches ‘Breath-taking VANAHA’ campaign for its newly launched realty project in Pune

Mumbai, February 08, 2021: Shapoorji Pallonji Group, one of India’s most trusted real estate brands, announced a new marketing campaign ‘Breath-taking VANAHA’ for its newly launched mixed-use development project. The name of the project is ‘VANAHA’ which is spread across 148 acres of land. It is in the heart of one of the largest townships in India at Oxford Valley, near Bavdhan, Pune. In today’s world, the daily life is so fast paced that even basic needs like fresh air to breath or having conducive environment to live and work into have been compromised.

Keeping these pain points in mind the ‘Breath-taking VANAHA’ campaign has been conceptualised. It articulates the solution to problems through the overall product offering. The campaign renditions communicate the following - Replace the pollution for fresh air, replace the stress for serenity, replace the traffic for a smooth ride and replace the crowd with open spaces – all at VANAHA which is located at the heart of one the largest townships in India.

The ‘Breath-taking VANAHA’ campaign is based on very strong ‘reasons to believe’ pillars, since most of the elements showcased in the campaign were shot at location which included the lush greenery, verdant hill views, shots of spectacular golf course and lake along with the rich flora-fauna. The surreal actual photography of birds, trees, roads and the entire valley enhances the believability in the offering. The message that the brand wanted to drive strongly was ‘What you see is what you get’.

Commenting on the campaign, Mr. Parikshit Pawar, Senior Vice President and Head of Marketing, Shapoorji Pallonji Real Estate said, “VANAHA is naturally blessed as a location and as marketer our biggest challenge was to come up with a campaign that does justice to this marvel. Today our lives are very hectic, everyone is so busy chasing their goals that they sometimes forget that there could be a better environment in which they could live and grow.”

“Despite the fact that it is being in the city, the green expanse and the tranquillity that VANAHA offers is simply unheard of. Here, one can be connected to one’s dreams and aspirations yet be disconnected from the city chaos, living in a landscape that is not designed but bestowed. Our residential project is envisaged around this insight, thus it presents a rare opportunity that switches between real and surreal,” Mr Pawar added.

Shapoorji Pallonji Group believes in co-creating value with its customers and partners, deriving maximum impact. In line with that philosophy, the company has run a name game contest on social media platforms and invited names from common people for one of its most

ambitious real estate developments in India. It was probably the first time any real estate brand opened such an opportunity for the people at large. They reached out to more than 32 lakhs audience through this initiative on leading media platforms. The company has chosen the name from around 15000 options it has received during the contest on social media. Out of those options the name 'VANAHA' has been chosen.

In most cases, real estate structures are at the forefront of the project and the landscaping is then planned around it. However, 'VANAHA' is a very unique offering wherein the overall development has been envisaged around the already existent vast green open spaces. The overall township in which 'VANAHA' is located is graced with 400+ species of flora-fauna. The average air quality is superior and noise levels are lower at 'VANAHA' in comparison to other bustling city areas of Pune.

An innovative approach has also been followed across touch points covering press, outdoor, digital, events and activations. Real time AQI and noise level monitoring boards were installed to record the quality of the environment which further strengthened the brand promise. Certain strategic hoardings with clear comparisons were highlighted to showcase average AQI of the city vs VANAHA. Large pollution soaking billboards were also placed in select localities to further drive the campaign messaging strongly.

At the digital media platforms, in order to take the viewers closer to the actual experience, innovative rich media 3D video banners were used in social media platforms such as Facebook and Instagram.

Links to the campaign videos:

1. <https://youtu.be/PK-f1hq3RHU>
2. <https://youtu.be/zLtJIAYkmLE>
3. <https://youtu.be/3cmlt4Alxsw>
4. <https://youtu.be/2q87nx3MoZU>

Links to the digital innovations:

1. <https://fb.me/1HTm8owC9tuLJDz>
2. <https://fb.me/2xMzH8kHrmmddGM>

About SPRE

Shapoorji Pallonji Real Estate is a well-regarded, reputed player in the Indian real estate sector owing to cutting-edge design innovation, construction quality and architectural excellence. It constitutes a significant segment of the Shapoorji Pallonji Group – an enormous multi-business conglomerate. The group has a 150-year legacy that bridges the earliest celebrated structures of India and the modern marvels. Shapoorji Pallonji Real Estate has made inroads into most Indian cities – Mumbai, Pune, Bangalore, Gurugram and Kolkata - with a variety of developments from luxury apartments, opulent

residences to aspirational homes for mid-income homebuyers as well as one of the largest mass housing projects in India.

Link to the website: <https://www.shapoorjipallonji.com/>

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