

“MARKETING STRATEGY AND DIRECT SALES IN REAL ESTATE”



**A PROJECT REPORT SUBMITTED AS A PART OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



SUBMITTED BY

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SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES (SIMS)
(CONSTITUENT OF SYMBIOSIS INTERNATIONAL UNIVERSITY)
JULY 2017

COMPLETION CERTIFICATE

“MARKETING STRATEGY AND DIRECT SALES IN REAL ESTATE SECTOR”

DECLARATION

I declare that my **project “Marketing strategy and direct sales in real estate sector”** submitted for my MBA Degree is my original work and the project is not made for the basis of any award of any degree, fellowship or any other similar titles.

Name of the student: Neeti Singh

Signature of the Student:

Place: Pune

Date: 27th July 2016

CERTIFICATE

This is to certify that Miss. Neeti Singh, PRN No.16020441333 has completed her project report on the topic **“Marketing Strategy and Direct Sales in Real Estate Sector”** under my guidance.

Name of the Faculty: Dr. Pravin Kumar Bhoyar

Signature:

Date:

ACKNOWLEDGEMENT

I would like to thank Dr. Pravin Kumar Bhoyar for all the help and support extended by him at every stage during my CPS as my faculty guide. I would also like to express my gratitude to Supreme Holdings And Hospitality India Limited, Mr Manish Soneja (Marketing Manager) who was my project mentor, for giving me the opportunity to do this project, for guiding me through this project and for teaching me understand how to interact and convert, pitch to a customer, face-to-face meetings with various clients , brokers and channel partners.

I would also like to extend my sincere gratitude towards Symbiosis Institute of Management Studies for giving me the opportunity to do the CPS project with Supreme Holdings And Hospitality India Limited which added value by being a great learning experience.

Neeti Singh

16020441333

Marketing A – 59

Symbiosis Institute of Management Studies, kirkee

Pune

LIST OF FIGURES AND ABBREVIATIONS

LIST OF ABBREVIATIONS

1. RERA: Real Estate Regulatory Act
2. RE: Real Estate
3. GDP: gross domestic product
4. CAGR: compound annual growth rate
5. IT & ITeS: Information technology & Information Technology Enabled Services

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EXECUTIVE SUMMARY

Supreme Holdings And Hospitality Ind. Limited is a Mumbai based company which was incorporated on 15th april 1982. It is a non-government company, registered at registrar of companies at Mumbai. Supreme holdings and hospitality ind. Ltd. Engages in the business of hospitality and moreover the company is into the construction of residential society and commercial properties. Supreme holdings and hospitality ind. Ltd. is involved into auxiliary to financial intermediation except insurance and pension funding.

During my internship I was working on a real estate residential project of the company. The location of the residential project is Kalyani Nagar, Pune. Belmac Residences is a luxury project of the supreme holdings and hospitality Ind. Ltd.

BELMAC RESIDENCES:

Belmac Residences marks the entry of Supreme Holding and Hospitality (India) into the real estate industry. It is a combination of the experience which the company has acquired in the development of luxurious properties and the urban lifestyle that Pune has to offer. The result is a thoughtfully developed real estate properties that offer luxury in a much broader sense – space, design and living experience.

Belmac is known for the unique idea of its developers, and also their expertise and experience in the construction of the highest quality product. Belmac offers variety of features for enhancing the everyday life of its residents.

Belmac Residences had planned to launch their sample flat on 27th may 2017. There were lot of events , road-shows were carried out to create awareness among the people.

The company also advertised in magazines about their luxury flats and best class services that a user had never expected. Belmac residences advertised about their project through hoardings, boards and banners at various prominent locations of pune and outside the city.

I as an intern in the belmac residences was involved in the pre sales activity and marketing and direct sales. I wrote the script for cold calling and prepare scripts for sales pitch. The data was available for calling from different websites. I also gathered data of brokers and other real estate agencies that deal in real estate luxury products from the sites like magicbricks.com, propertywala.com , 99acres.com , commomfloor.com etc. an excel sheet was prepared to record the data containing names , contact nos. address , email id and company name of the brokers and clients.

COMPANY PROFILE

COMPANY OVERVIEW

Supreme Holdings And Hospitality Ind. Limited is a Mumbai based company which was incorporated on 15th april 1982. It is a non-government company, registered at registrar of companies at Mumbai. Supreme holdings and hospitality ind. Ltd. Engages in the business of hospitality and moreover the company is into the construction of residential society and commercial properties. Supreme holdings and hospitality ind. Ltd. is involved into auxiliary to financial intermediation except insurance and pension funding.

Directors of Supreme Holdings & Hospitality (india) Limited are R.G. Narayanaswamy, Shruti Sunil Jatia , Vidip Vinod Jatia, Prateek Vinod Kumar Jatia, Vinod Kumar Subhkaran Jatia, Rishabh Prem. Belmac residences is the luxurious residential project of the company at kalyani nagar, Pune. The upcoming affordable residential project is in Panvel, Mumbai.

VISION

“We are passionate about people and aim to serve them with the best. It is our constant Endeavour to bring about human element in everything that we do.”

MISSION

- ensures transparency in all internal and external processes
- Standards followed for project execution, materials and services are of highest quality. We collaborate only with the best-in-class associates.
- Also focusing on customer requirements and incorporating them in design, belmac residences ensures innovative & unique designs for their projects.

LEGACY:

The jatia group is in the business of hospitality and non- banking financial activities, iron and steel trading activities through our 6 companies, and real estate development through a bombay stock exchange -listed company.

Supreme holding and hospitality (india) ltd. was established in the year 1982 and became a public-listed company in april 1994. over the years, the company and its associate companies have had a turnover of over rs. 2000 crores. The business is diversified in 5 star hotels, real estate development trading, manufacturing, food and beverages.

LUXURY HOTELS:

Asian Hotels Ltd. is a 5-star hotel which was established in 1980, and it has been serving its clientele since the year 1983. With hotels in Mumbai Delhi and Kolkata having a total room capacity of 1,234 rooms, with state-of- the-art facilities, and are known to offer delectable world cuisine that includes Chinese, Italian ,Japanese, Continental and Indian at their restaurants. For the very first time in India, the world-renowned Hyatt International collaborated with us, to give our patrons a magnificent luxurious experience.

LAND and BANK DEVELOPMENT:

The company has undertaken the development of 40 acres of land property located at a distance of 25 Km from Mumbai, alongside a river and scenic hills, just 15 minutes from the proposed International Airport in mumbai. We intend this land to house one of the finest 5-star hotels, commercial complex, multi-brand retail mall, banquet, entertainment, facilities among other facilities. The groundwork for this project has already begun; security, land surveys, compound construction and leveling of land are under construction.

WIMCO AND OTHER INDUSTRIAL ACTIVITIES:

Supreme Holding and Hospitality India Pvt. Ltd., Among the several business enterprises founded the group also undertook 5-star hotel projects in Delhi, textile plants for superfine weaving & processing products in Nepal. The company also ventured into ceramic tile production, and became successful in establishing two of the most well-known brands in this industry, Bell Ceramics and Bell Granito. They have also tied up with WIMCO (a world-renowned Swedish match manufacturing company) in India, helping them to become the leading manufacturers in the field.

OBJECTIVES & CHALLENGES

The major objectives of the project were:

1. Understanding the business model of the organization:

- To read and learn about the business model and revenue streams of the company
- To understand the concepts and the Industry
- To learn the calling protocol
- To read the different counseling tables of different targets before calling the prospects

2. Cold calling:

- Place calls and pitch to the suspects about confluence and services offered
- Cold calling the list of suspects and report them to the mentor on daily basis
- To convince the prospects to visit the office for free preliminary counseling
- To meet them face to face and understand the customer profile
- Regular Follow up and convert them
- Calling the brokers according to the data given. Inviting them to visit the site. Scheduling meetings with them.
- Pre-sales activity.

3. Event Organization:

- Preparation and organization of an event.
- Calling the high end clients. Looking after the whole setup. writing scripts. calling, sending mails, shooting messages regarding the event.

✓ The major challenges faced in achieving the above objectives:

- A large number of big competitors within the same locality

- Limited database of the company to make calls
- Redundant data
- Lack of brand value to instigate trust among the target audience

INTRODUCTION

Belmac Residences marks the entry of Supreme Holding and Hospitality (India) into the real estate industry. It is a combination of the experience which the company has acquired in the development of luxurious properties and the urban lifestyle that Pune has to offer. The result is a thoughtfully developed real estate properties that offer luxury in a much broader sense – space, design and living experience.

Belmac is known for the unique idea of its developers, and also their expertise and experience in the construction of the highest quality product. Belmac offers variety of features for enhancing the everyday life of its residents.

Belmac Residences had planned to launch their sample flat on 27th may 2017. There were lot of events , road-shows were carried out to create awareness among the people.

The company also advertised in magazines about their luxury flats and best class services that a user had never expected. Belmac residences advertised about their project through hoardings, boards and banners at various prominent locations of pune and outside the city.

I as an intern in the belmac residences was involved in the pre sales activity and marketing and direct sales. I wrote the script for cold calling and prepare scripts for sales pitch. The data was available for calling from different websites. I also gathered data of brokers and other real estate agencies that deal in real estate luxury products from the sites like magicbricks.com, propertywala.com , 99acres.com , commomfloor.com etc. an excel sheet was prepared to record the data containing names , contact nos. address , email id and company name of the brokers and clients.

- **Thoughtful Planning:** the project is planned in such a way that it maintains the openness of the residents, provides them space and can accommodate their needs.
- **Design:** The design provides with a perfect combination of ventilation and good space, privacy as well as community life and a good environment both inside and outside the project.
- **Innovation:** - the project offers innovative lifestyle experiences which is not t all expected by the customers, it not only delights them but also enhances their living standards .
- **Attention to every detail:** Belmac understands the importance of every small detail that often influence higher standard of living; their keen attention to the details of

quality came out from this thought.

Understanding the real estate. Understanding the product /project of the company.

- Preparation of an event called “ARTATHON” which was sponsored by our company at Phoenix Market city. Preparation of the event. Calling the high end clients .
- Looking after the whole setup. Preparation of the event and how a company can be benefitted by organizing such event. writing scripts. calling, sending mails, shooting messages.
- Organized the event “ARTATHON” at phoenix mall, Viman nagar. During the event, explaining the project to the people and get the details of the prospects.
- Writing the script for Calling. Calling high end clients according to the given data.(Approx. 40 clients per day.).
- Calling and explaining the project in brief and inviting them to visit the site. emails, shooting messages and sending brochures.
- Arranged a meeting with two clients and invited them to our site and gave them details about our project. Took them to our sample flat and explained everything.
- Calling the brokers according to the data given. Inviting them to visit the site. Scheduling meetings.
- Made a Marketing Plan for Belmac residences, Online as well offline. Did a lot of brain storming for the theme of our teasers and hoardings.
- Calling the high end clients and brokers. Explaining them the project in brief and inviting them for site visit. Or going to their place to explain them our project.
- Preparation of the event “Wadali Brothers” which was to be organized at phoenix market city on 22nd april. Calling on the given data of the VIP clients. Calling the VIPs for the event. Preparing the script. Sending invitation mails. Shooting messages.
- Tried contacting most of the Target customer in Maharashtra. Did photography of our sample flat which was to be printed for magazines. Went for a meeting along with my mentor with the managers of PORCHE to launch an event together.
- Went to a site of Belmac and discussed various ideas and plans for décor with

wallpapers and wooden floorings

- Calling all the EAAP members (EAAP is association of leading brokers/property dealers in pune). Preparation of the event “RERA”. Which is to be organized on 4th may 2017.
- Developing sales channel. Customer profiling and segmentation. Product positioning and placement.
- Preparation of “DHAMAAL GALI” show which was to be held on Sunday, 7th may. In which Belmac was promoted and lot of fun games were held among the crowd at kharadi.
- Called people for the event which was organized at J.W MARIOTT on 11th may. Sent mail and called people about the event. Discussed ideas and did brainstorming about the marketing event
- Went with my sales executive and marketing manager to select the best locations for the hoardings. Contacted the people and got the hoardings at a very reasonable price.
- Preparation of the event “ART FOR THE HEART: art gallery” which was to be held at our site office on 22nd may. Contacting our high profile partners and getting VIPs data from them.
- Getting data from sites like 99 acres, magic bricks, propertywala.com, hudku.com to call dealers and brokers to sell our upcoming project riverside in PANVEL (Mumbai). Along with this, was involved in the preparation of launch of our sample flat, which was going to be a big event for us.
- The event of painting exhibition “art for heart: art gallery” was held at our site office. Interaction with the VIPs and prospect clients (explaining them our project) as well as existing clients. Taking details of the prospects and handling all the activities in the supervision of the seniors
- Went along with our marketing manager to buy the hoardings at best locations. Did lot of brainstorming for our teasers for hoardings. Preparation of **AMIT TRIVEDI’S concert** which was to be held at PHOENIX MARKETCITY ON 26th may. Writing script. Calling the VIPs. Getting data of VIPs from our important partners. Sending mails, messages, calling and taking confirmations.
- AMIT TRIVEDI’S concert held at phoenix marketcity. Was the member of

crew team along with my mentor. Handled all the guests and looked after all the arrangements.

- Calling our existing clients and planned a surprise video shoot for them at the sample flat. Handling everything from invitation to all arrangements. Make your clients feel that they are important to you.
- Working on SELL.DO and calling prospects according to the given data and generating leads. Sending emails and messages. Explaining the project and scheduling visits. Also, calling/sending mails/messages/reminders to the brokers & prospects for the launch of our sample flat. Know what the customer wants and present your product the same way.

REAL ESTATE INDUSTRY

The real estate industry is the most globally recognised sectors. In India, real estate is the second largest employer sector after agriculture and is predicted to grow at 30 per cent over the next decade. The real estate sector comprises of four sub-sectors - hospitality, housing, retail, and commercial. The growth of the corporate environment and the demand for office space as well as urban and semi-urban accommodation has contributed to The growth of this sector. The construction industry is ranked third among the 14 major sectors in terms of indirect, direct and induced effects in all sectors of our economy.

It is also forecasted that this sector will incur more non-resident Indian (NRI) investments in both the long term and short term. the most favoured property investment destination for NRIs is expected to be bangaluru city, followed by Pune, Ahmedabad, Chennai, Delhi, Goa and Dehradun.

Market Size

This sector of india is expected to reach US\$ 180 billion by 2020. The housing sector contributes approx. 5-6% to the India's (GDP).

In the period FY 2008-2020, the market size of the real estate sector is expected to increase at a CAGR of 11.2 per cent. Hospitality, Retail and commercial real estate are also growing very fast.

The private equity investments in this sector has increased 26% to a nine-year high of nearly Rs 40,000 crore in the year 2016.

Sectors such as retail, IT and ITeS, e-commerce have registered high demand for office space in recent times. The office space in 2016 across the top 8 cities accounted to 34 million square feet with Bengaluru as the the highest net absorption during the year. IT and Business Process Mgmt. sectors has led the total leasing table with 52% of total space uptake in the year 2016. Mumbai is said to be the best city in India for commercial RE investment, with returns of 12-19% likely in the next 5 years, followed by Bengaluru and Delhi-National Capital Region (NCR).

Investments

The real estate sector of india has seen high growth in recent years with the increase in demand for residential as well as office spaces. Department of Industrial Policy and Promotion (DIPP) released a data according to which, the Indian construction development sector has received Foreign Direct Investment (FDI) equity inflows of US\$ 24.28 billion in April 2000-December 2016.

Government Initiatives

The Government of India with the governments of the states has taken valuable initiatives to encourage development in the real estate sector. The GOI has taken a step of the project "The Smart City", where they have planned to build 100 smart cities across the country, is a golden opportunity for the RE companies. Below are some of the other major Government Initiatives:

indiaproperty.com
We get you Home

Top reasons for the growth of residential real estate in India



Figure 1: reasons for growth rate of Real Estate in india

We can see that the real estate sector is growing at a very fast rate. The reasons of boost in the growth of the real estate industry are as follows:

- Rapid growth in population: since the Indian population is increasing very fast people require more space and land to live. So the demand for houses has increased.
- Increase in employment opportunities: since the employment is increasing there is also a rise in living standards of people and therefore the demand for houses have increased. Also there is rise in demand for office space.
- Migration towards metropolitan cities: due to movement of people from rural area to urban area there is a rise in population of urban cities and thus it gave rise to demand for houses and more space for living. Urbanization is also a factor for growth of this sector.
- Easier financing: easy availability of finances and loans have also boosted the growth of this sector by increasing the ability of buying for a customer.
- Growing income levels: since the income is rising people want a better life style and their standard of living has also increased. They want to live in more luxurious flats and want more space.
- Rapid growth in Infrastructure: the economy is growing at a very fast rate. And thus the infrastructure is growing very fast.

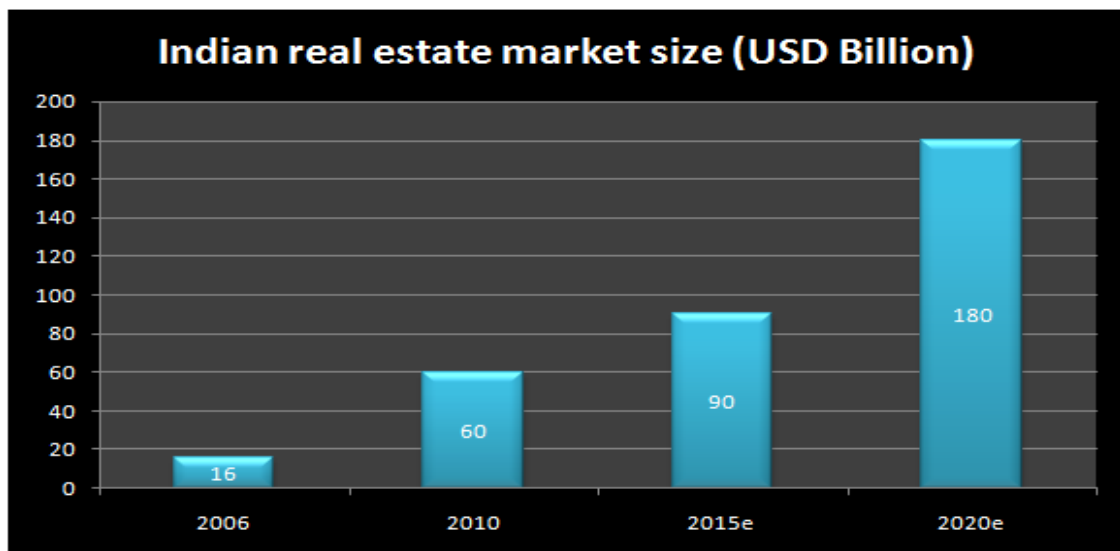


Figure 2: Indian real estate market size (actual and estimated)



Figure 3: Indian GDP growth rate.
Source: tradingeconomics.com

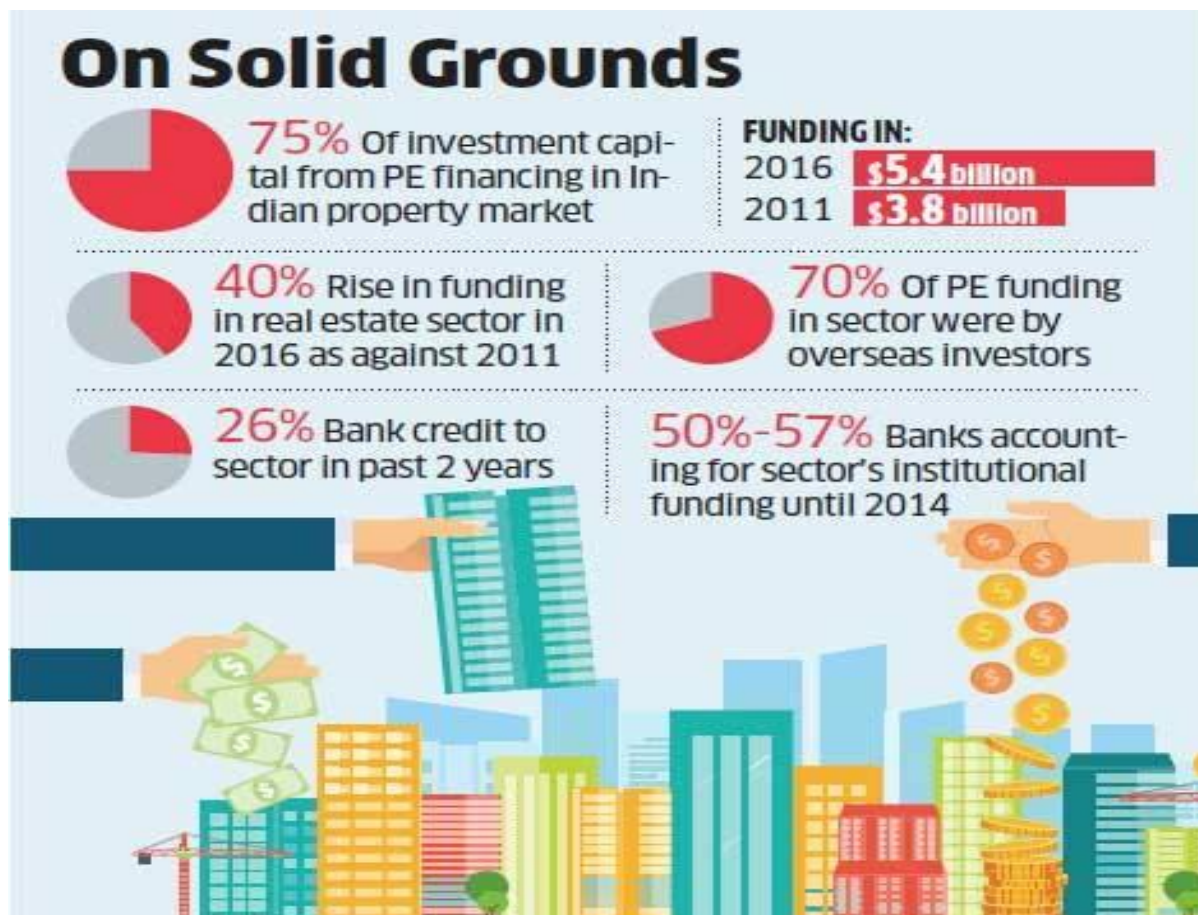


Figure 4: growth and investment in the real estate sector.

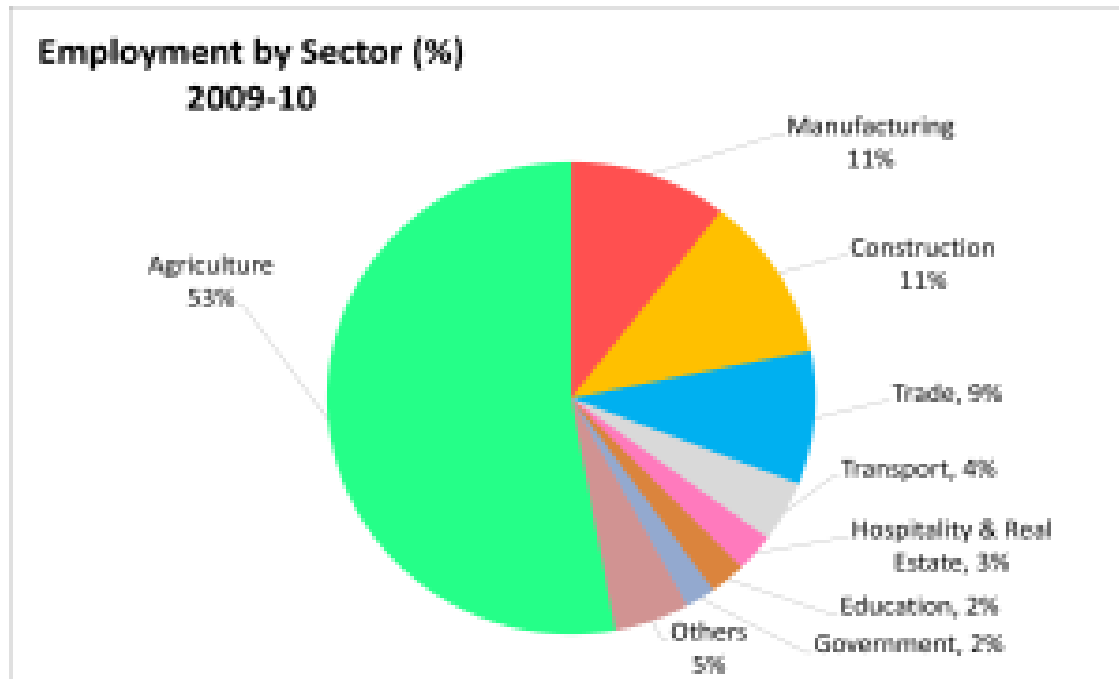


Figure 5: Employment by sector in india

As can be seen with the above statistics that the contribution of the construction sector in the overall services is quite low and this sector has tremendous growth potential in the coming future. It will involve investments from a lot of foreign players as well. The government is also mainly focusing on this sector in the country with a lot of investments made in this aspect but the construction sector of the country is also not in a very good state and needs a lot of planning and execution as well.

As we know that India has a very rapid population and is at the verge of becoming the most populous country in the world, there is going to be a rapid increase in demand for residential area, infrastructure, office spaces, malls and other complexes.

Increase in employment has also raised the living standards of the people and it has increased the demand for affordable houses as well as luxury houses.

Migration of people towards metropolitan cities and increase in urbanization is also an indicator of growth in the real estate sector of india.

The GOI has certainly taken steps in order to develop and boost the economy and real estate sector of the country, by easing various norms and also speeding up the approval process.

REAL ESTATE INDUSTRY: IMPACT OF GST AND RERA

GST is conceptualised as a “One Nation, One Tax”:

- It Helps to eliminate the previous tax structure of Indian economy.
- It will help to Ease the compliances.
- GST will Create uniform tax structure and rates all over the Indian sectors.

GST will Help in reducing additional tax on customers

RERA Act- Hits and Misses – Consumers

Hits	Misses
<ul style="list-style-type: none"> • Increased focus on the timely completion • A step towards safeguarding investment, as 70 per cent of the sales receipt will now be locked in an escrow account. • Improved quality of construction due to a defect liability period of five years. • Balanced builder-buyer agreements. • Faster dispute resolution mechanism through dispute settlement forums and appellate tribunal. • Sale on the carpet area to help improve transparency. • An increasingly-regulated broker environment. • Greater visibility into the developer's delivery track record , availability consents and permits , Approved plans . 	<ul style="list-style-type: none"> • Carpet Area not an Accurate measure FSI ? • Past completed Projects of Developer not included . Opacity on past Track Record • Escape route of floating multiple group companies for each project . Doctored project information and balance Sheets • The timelines of approvals by regulatory authorities have not been defined. Can lead to blame game and prolonged tripartite litigation • Slightly higher prices of properties due to the reduced competition. • Longer Waiting period . Higher EMI Costs ?

fppt.com

Figure 6: RERA impact on consumers

RERA Act Hits & Misses (Promoters/Agents)

Hits	Misses
<ul style="list-style-type: none">• A better regulated sector brings efficiencies = Higher investments (FDI) and possible reduction of the cost of funds• Elimination of fly by night operators = Consolidation of players• Greater visibility into the developers' delivery performances• Higher focus on project delivery capabilities	<ul style="list-style-type: none">• Power of RERA disproportionately Coercive .• Fixing a rigid capital reserve ratio (70 percent deposit and 10 percent booking amount) in the statute itself imposes greater liquidity constraints on developers ...more black money Transaction's ?• Conflicting Sec 88 and 89 Allottee hapless and Promoter can take recourse to litigation under a less stringent rule ? Ex Deemed Conveyance in the repealed MHRA ?

fppt.com

Figure 7: RERA impact on Promoters and Agents.

METHODOLOGY

1. Fetch call details of suspects from the company database, which included the email ids and the phone numbers.
2. Shoot an email about belmac residences and about the project to all the suspects from the list and start calling them one by one.
3. Pitch the suspects about project and know about their interest in availing our product, and how we are different from other competitors.
4. Short list the prospects and follow up with them in order to convince them to either schedule a face to face meeting or a visit to our site office.
5. Now regularly follow up with the prospects and give them free preliminary counselling.
6. Now have a one to one session with the client and have them sign the service agreement and deposit the fee for availing the required services.
7. Give them the required information assign them a sales executive to process the further documentation.
8. Have a feedback from the customer about the project layout available and improve the project wherever required.
9. Always be in touch with the client via messages or email to update about the service improvements, resulting into referrals and a positive word of mouth.
10. Maintain a record of each client by entering their details in the dashboard .
11. Inviting brokers, clients and prospects to our events and make them aware about our project.
12. Get the enquiry forms filled by them and make a excel sheet and enter their details so that the pre sales team can call them and do follow up.

13. The sample flat of belmac residences was launched on 27th may 2017. Preparing for this big event and calling all our existing clients and high profile prospects to showcase our sample flat to them.

LEARNINGS

After calling and interacting and face to face meetings with a number of clients and brokers and trying to sell them different product of our project there was a lot of insight that I got into what all goes through the minds of a customer when he tries to avail luxury products and how this sector is different from other sectors. The major learning's were as follows:

- Customers in this sector are very brand conscious. A well-known brand is essential for convincing a customer.
- The customer is well informed about what he/she wants and the purchase decision is high involvement and high knowledge based.
- There is a lot of risk involved in availing the service and thus the customer gives weightage to the established organization rather than the new ones.
- Time is a very important factor for any organization to get established, it's a long term process to build a brand in this sector.
- Word of mouth is also a very critical factor which helps in getting repeat customers and also the new ones.
- The mind-set of customers is very rigid and they already have a list of attributes that they want to be fulfilled and as a service provider you need to cater to those needs in order to gain business from them.
- Money is not a very important attribute while the quality of service is what that matters the most.
- Also in this sector there is a lot of power struggle between the consumer and the service providers, a lot of service provider have excess of customers so they are able to choose for themselves which one do they want to serve on the other hand some service providers do not have any customers and in this case the customer has the power to choose.

CHALLENGES AND INVESTMENT OPPORTUNITIES

The key challenges that the Indian real estate industry is facing today are:

- lack of clear land titles,
- absence of title insurance,
- absence of industry status,
- lack of adequate sources of finance,
- shortage of labour,
- rising manpower and material costs,
- approvals and procedural difficulties.

Niche sector expected to provide growth opportunities

Healthcare

- The healthcare sector is estimated to grow at the rate of 15 per cent per annum from 2011-16
- India is expected to need additional 920,000 beds, entailing an investment between USD32 billion and USD50 billion over the period 2010-20

Senior citizen housing

- Emergence of nuclear families and growing urbanisation has given rise to several townships that are developed to take care of the elderly
- A number of senior citizen housing projects have been planned; the segment is expected to grow significantly in future

Service apartments

- Growth in the number of tourists has resulted in demand for service apartments
- This demand is likely to be on uptrend and presents opportunities for the unorganised sector

Investment Opportunities

The real estate industry in India is yet in a promising stage. The sector happens to be the second largest employer after agriculture and is expected to grow at the rate of 30 per cent over the next decade. A growing migrant population due to increasing job opportunities, together with healthy infrastructure development, is underpinning demand in the region's residential real estate market.

It is believed that the Finance Ministry's motivation through softening of interest rates and lending more to the real estate sector will have a positive impact on both developers and consumers. The real estate market could start to perform better as the easing of FDI norms will begin to show results during the second half of the year. The economy will also recover in 2013 which in turn will perk up the real estate sector in India. With the government trying to introduce developer and buyer friendly policies, the outlook for real estate in 2013 does look promising.

Real estate contributed about 6.3 per cent to India's gross domestic product (GDP) in 2013. The market size of the sector is expected to increase at a compound annual growth rate (CAGR) of 11.2 per cent during FY 2008-2020 to touch US\$ 180 billion by 2020.

The Government of India has allocated US\$ 1.3 billion for Rural Housing Fund in the Union Budget 2014-15. It also allocated US\$ 0.7 billion for National Housing Bank (NHB) to increase the flow of cheaper credit for affordable housing for urban poor. The government has allowed FDI of up to 100 per cent in development projects for townships and settlements.

The entry of major private players in the education sector has created vast opportunities for the real estate sector. Emergence of nuclear families and growing urbanization has given rise to several townships that are developed to take care of the elderly. A number of senior citizen housing projects have been planned, and the segment is expected to grow

Tourism market set for a surge; hotels to increase capacity

- Foreign tourist arrivals in India are expected to rise at a CAGR of 10.5 per cent during 2012-15
- The number of foreign tourists arriving in the country is expected to be over 8.9 million by 2015
- The number of hotel rooms in India as of 2011 stood at 121,000
- The number of hotel beds in the country is expected to increase to 443,000 by 2015 from the current capacity of 262,000

Foreign tourists arriving in India ('000)



Capacity of hotels in India ('000)



CONCLUSION

In this sector trust is a very important factor and to build trust it takes time, the company needs to show positive results continuously for a prolonged period of time such that it is able to get a positive word of mouth and build trust. The company should also simultaneously build a brand in this sector as it helps in providing additional services and also give a higher value to the customers. Here the association with the customer is also long term as and thus the impact of satisfaction or credence of a customer is also long term. Values and ethics have a significantly greater importance in this sector in comparison to other services. The government should also come up with certain regulations to make these real estate organizations more responsible for the product they give and the minimum standards should be maintained such as the customer is not cheated and he is properly compensated for his/her loss.

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Student Interaction Tracker:

MENTOR NAME: Dr. Pravin Kumar Bhoyar

STUDENT NAME: Neeti Singh

S.NO	Date and Day	DISCUSSION POINTS AT COMPANY	THEORIES APPLIED	LEARNING POINT	ANY OTHER REMARK
1	03/04/2017	Induction	NA	Rules and Regulations	NA
2	15/04/2017	Pre sales activity	Cold Calling/Business Development	Sales Pitch	NA
3	26/04/2017	Event organization and calling	Cold Calling/Business Development/	Sales Pitch	NA
4	04/05/2017	Events preparation/calling/sample flat launch	Cold Calling/Business Development/event handling	Sales Pitch/event management	NA
5	02/06/2017	Final Internship End Meeting	NA	End Documentation Formalities	NA

Faculty Interaction Tracker

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S.NO	DATE OF MEETING Pre Joining/Emails During/ Post Joining	DISCUSSION POINTS	REMARKS/ FOLLOW UP DATE	SIGNATURE /FACULTY	SIGNATURE /STUDENT
1	31/03/2017	Pre Joining			
2	11/04/2017	Joining Update			
3	19/04/2017	Follow up Updates			
4	29/04/2017	Follow up Updates			
5	20/05/2017	Follow up Updates			
6	05/06/2017	End Update			



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Submission author:	Neeti SINGH
Assignment title:	CPS
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Supreme Buildings And Hospitality Ltd. is a Member based company which was incorporated on 11th April 2006. It is a non-government enterprise, registered as a company in Mumbai. Supreme Buildings and Hospitality Ltd. 100% Engage in the business of Hospitality and moreover the company is into the construction of residential society and commercial properties. Supreme buildings and Hospitality Ltd. is involved into various in financial investment in stock exchange and insurance business.

During the internship I was working on a real estate appraisal project of the company. The location of the appraisal project is Kalyan Nagar, Pune. Below Residence is a luxury series of the apartment buildings and houses in India.

Details: Residence's master bedroom features a fireplace, arched windows and a large closet. The master bathroom includes a double vanity, a large walk-in closet and a large bathtub. The kitchen features a large island, a large walk-in pantry and a large walk-in refrigerator. The living room features a large fireplace, a large arched window and a large walk-in closet. The dining room features a large arched window and a large walk-in closet. The breakfast room features a large arched window and a large walk-in closet. The laundry room features a large arched window and a large walk-in closet. The garage features a large arched window and a large walk-in closet.

Deliberation: is inspired by the unique ideas of its developers, and also their expertise and experience in the construction of the highest quality product. Deliberation offers visitors a platform for exchanging the creative life of its members.

Italian researchers had planned to launch their sample run on 27th May 2013. There is not lot of activity, road there is not covered with massive numbers among the people.

The company also celebrated its acquisition of two factories. This and two other facilities that it now had were equipped, within six months, to start producing the plant's "through" buildings, houses and homes in its new markets of Mexico and Central America.

As an interest in the behavior/motivation area much of us the pre-scientists and engineering and direct roles. I wrote the script for cold calling and graphic script for sales pitch. The data was available for calling from different websites. I also synthesized data of bookers and other vital data against the data that had in real-time heavily provided from the sites like page360.com, propertywalk.com, trulia.com, www.rentals.com etc. as cited data has prepared around the data containing names, contact nos, address, email id and company name of the bookers and others.

Match Overview				×
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