

METRO REALTY & INTERIORS

A Guide for Home Buyers & Investors

Real Estate Growth Icons



Mr. Nitin Kulkarni, Vastushodh Developers

builders
happy home
Simple Pune
buyers
Experts
right Aundh builders
Investment
Housejoy
Simple is Good
Home Buyers
Market

RERA Bill FOR Builders Uniqueness Baner

The Changing Market of Pune
The Onset of a Journey
Happiness Quotient High!
Luxury Homes



Mr. Rohit Gera, Gera Developers



Mr. Vikram Kotnis, Amura Technologies

Smart City
Kharadi

builders
Vikas Achalkar
Koregaon Park

buyers
Home & Tech
Luxury
Personified

right
growing
way of
Style It Up!

Sanskriti
Lifestyle
Every Home
A Story
Indian Pegasus

Architects. Brokers. Builders
futuristic
lifestyle
amenities
way
Home



Ms. Charu Bhatnagar, Bhatnagar's Real Estate

Engineered Marketing in Real Estate
Amura Technologies

Mushrooming Restaurants increase
Property Demand in Pune

Legal Know-How for Home Buyers
by LawPoint

Mr. Vishwajeet Jhavar, Marvel Realtors & Developers

A Show and Tell by City Architect Duo

Housejoy' - Every Homemaker's Choice

Broker's Corner - A Legacy is Born!

ENGINEERED MARKETING IN REAL ESTATE



Mr. Vikram Kotnis,
CEO & Founder Amura Technologies.

Real Estate Marketing has given a strategic boost to the Pune market, with home buyers becoming aware of new projects in every locality around them through various mediums. *Digital has taken the world and more so real estate industry by a greater storm. With deals happening online, bookings being done through websites and apps, a new phase of the industry is rising and with that there are dedicated technology firms who are working to get the maths right.* Amura Technologies is one such firm in Pune, which has all the top brass builders in one basket and is changing the marketing dynamics for the city developers. In this issue we explore the company's expertise in marketing for real estate in Pune with Vikram Kotnis, CEO & Founder Amura Technologies.

"Amura" (a-moo-r-uh): - Sanskrit) which means 'Intelligence', was founded by a team of 5 College of Eng. Pune graduates – Vikram Kotnis, Ketan Sabnis, Vinayak Katkar, Pratik Rokade and Kiran Narasareddy in January 2011. The

founders were earlier working for Fortune 500 companies like Sun Microsystems, Deloitte, Amazon and IBM. The motto of the company is '**Marketing Engineered**' through which it has been successfully creating disruptive technology solutions which enable companies to manage all their digital assets, empower them to execute programmatic buying of their digital media, optimizing and analysing campaigns in real time.

Vikram Kotnis, CEO/Founder

Having done my graduation in Engineering from Pune University and completed further education from California State University, I have previously worked with Fortune 500 companies like Sun Microsystem, AMD alongwith gaining experience with Lending Tree, as their Decision Engine Architect. Post my professional stint, I cofounded Mortgage Data Systems - a finance startup in the US. After moving back to India, I cofounded Axilon Technologies; which was subsequently acquired by Axis Technical Group.

Brief us about Innovative solutions on digital marketing and technology for real estate sector.

At Amura we help real estate companies plan and execute their digital strategy, transform the quality of their engagement with today's consumers, create elegant user experiences online and leverage big data analytics to improve their bottom lines.

Currently, we offer our clients, services ranging from online advertising, go-to market strategies and sales consulting to social media marketing, Big-data analytics, Mobile marketing, Web and mobile-app development. Our unique fusion of business strategy, data analytics and process automation enables its customers to manage business competently.

Amura has launched India's first real estate Sales and Marketing Automation Platform -Sell.Do (pronounced as Sell-Dot-Do) to provide services to more than 150 clients which includes well-

known real estate players. Sell.Do has helped clients make their marketing & sales functions data driven & improve their return on marketing investments.

What are the market trends in digital marketing in India and abroad, specifically in real estate?

Digital Marketing is an integral part of overall marketing for a real estate developer now. When we started back in 2011, there was very limited awareness & confidence in digital as a marketing medium. Today, we are executing some of the biggest real estate marketing campaigns for our clients.

The next waves of digital revolution will see higher adoption of digital as a mainstream marketing channel. Online booking, data driven decision making using analytics & big data tools, multi channel & personalized marketing is what will drive the overall marketing for a real estate developer.

What new and innovative marketing strategies need to come into real estate industry acc to you?

At Amura, we have always been in the forefront of executing the most innovative campaigns for the real estate industry. **We have successfully executed the Nest Fest for Kolte Patil Developers & also IRFS – India's first flash sale for real estate across 10 cities in 2015.**

I would say the industry as a whole will adopt digital more effectively (targeted marketing) & execute big, online only campaigns. A more integrated approach as to their offline + online campaigns will be seen.

Why are you focused on real estate and how are the end buyers benefitting through your client's' activities?

We saw a big opportunity when it comes to real estate marketing buying & selling. Real Estate as an industry has always lagged in technology adoption & this is where we built disruptive & cost effective solutions to help the real estate industry.

Today a buyer researches online, shortlist properties to visit & then purchase offline. We have indirectly benefitted buyers through our clients by making it easy to find updated, credible information. Using various technology tools, like map search, 3d floor plans, 360 degree views, customers today are much more knowledgeable & can experience the product they want to buy from the comfort of their homes or offices. Digital as a medium has slowly gained trust in the customer mind's largely on account of the right information being easily available. This has especially helped the NRI buyer base tremendously.

Apart from developers, who else can benefit from your marketing services in the real estate industry?

Apart from developers, serious home buyers who are the end customers also get benefited indirectly from our services. These prospective buyers are channeled to the developers who can correctly fulfill the home buying requirements of these customers. This saves a lot of time and efforts of these prospective buyers and helps them with the right decision making.

Is digital marketing only restricted to big builders owing to large marketing budgets involved?

Digital marketing is not restricted only to big builders. We are currently working with various clients right from developers who have come up with single apartment projects to mid level developers to high end developers building luxury segment and township projects. Due to extended reach & cost effective ways to market digitally, we have seen good response in the Tier II markets like Coimbatore, New Mumbai, Nasik, Indore & Ahmedabad already.

What's the USP of your product/ services?

Sell.Do is India's 1st Marketing + Sales Automation platform built extensively for the Real Estate industry. Sell.Do is a cloud based platform which helps the teams to effectively manage their leads & take right decisions using data. Sell.Do has brought cutting edge technology & its benefits in the hands of a real estate developer at a marginal cost. We have a dedicated support team for Sell.Do which no product in the industry claims to have. Using Sell.Do, any real estate developer – big or small can manage & setup their marketing campaigns & get real time feedback through Sales on a dashboard.

How is mobile changing the entire game for real estate players? How would data analytics change in this medium?

Similar to other industries, we have seen the shift towards mobile for a real estate buyer too. With an average user spending approx 3-4 hours on a

mobile device, it gives us an exciting opportunity to target mobile specific users with relevant communication . Mobile data is more precise & helps us to deliver personalized marketing messages to the target audience. Data Analytics for mobile is totally different & using various analytical tools & Sell. Do, we help deliver a consistent brand experience to a same user across a desktop, tablet or mobile.

What are the future expansion plans of Amura Technologies?

The company has been witnessing robust growth since inception and has been registering a 200% growth since last two fiscals. *The company is working*

with over 70 real estate developers in India and has helped sell over One Billion USD worth inventory for the calendar year 2014.

The company has been heavily investing into R & D, product innovation and follows a philosophy of thinking “new age”. Amura’s research team is already collaborating with a few real estate companies from the US, mapping their requirements and preparing Amura to go global.

Amura has forward looking plans to launch World’s first Real Estate DMP – Data Management Platform along with other new products in the year FY 2015-16. The company also aspires to cater to Tier II cities where the demand for digital marketing is growing visibly. While

strategy to tap the real estate companies in the SME segment is also on the anvil thereby enabling them to build better brands and sell competitively. Amura is also looking at an entry into the US markets with the flagship product Sell. Do towards the end of this financial year.

Moving from marketing to an advertising technology is a key area of research and technology development that the team at Amura is currently working on. With a over 47 Billion USD real estate advertising market (supposed to double by 2017); Amura aspires to be the market leader in real estate advertising sector. ■

MARKET REAL ESTATE ONLINE TO INCREASE LEADS

