



## **Kolte-Patil and Amura create history by selling 250 units online worth INR 150 crores in ten days**

Kolte-Patil Developers Limited (BSE: 532924, NSE: KOLTEPATIL), Pune's largest real estate developer, recently made the strategic decision of using the digital medium to kick off the campaign for their first-ever home buying festival, NestFest 2015, through Amura Marketing Technologies. The company took its customer engagement to the next level by showcasing inventory availability, virtual tours, floor plans and actual site photographs across all Pune projects on the digital platform and enabling customers to book online a home of their choice from the convenience of their residences. It is a remarkable feat considering that a major part of the inventory sold during NestFest came through the online channel and marks a new chapter in real estate marketing and sales, where technology and e-commerce will play an important role going forward.

"We (Amura and Kolte-Patil) have created history in real estate where over 250 apartments worth INR 150 Crores were sold online in ten days" said Vikram Kotnis, MD, Amura. Vikram added, "With trusted brands it's easier for customers to make the decision of even buying homes online. With developers uploading all relevant project-related information and site pictures to their websites, customers can have a complete digital sales experience. Choosing inventory has become a much more transparent process. Investors, NRIs and people wanting to buy real estate in a different city prefer going online to book the apartment of their choice. Although rest of the buying process happens offline, it's the convenience of booking a home from the comforts of their current residences that entices customers to prefer ecommerce in real estate", said Vikram Kotnis

For NestFest, a customized technology platform was built by Amura to manage the marketing and sales to run the entire campaign. Big-data analysis and ecommerce algorithms were applied to track customer behaviour across their buying cycle. Custom sales funnels were created to manage huge amount of enquiries coming on a daily basis & it helped to increase sales efficiency.

Talking about NestFest 2015, Sujay Kalele, CEO, Kolte-Patil Developers Ltd, said, "At Kolte-Patil, we have always put the customer's needs and convenience first. We believe in identifying changes in customers' buying behaviour and adapting our business accordingly. The presence of our consumers across the world prompted us to extend the home buying experience to digital media to ensure that a customer – sitting anywhere in the world – could choose to book their homes online without the hassle of visiting the city. And the responses speak for themselves – we got customers from 80 cities, 25 countries, and 12 sub-continent."

The Nest Fest campaign was able to reach more than 15 lakh people every day and a total of 70-80 lakh people through to the end, with a minimum of daily 5-6 brand touch-points. Close to 31,000 unique enquiries were generated online before the NestFest Property Expo even started.

### **About Kolte-Patil Developers Limited**

Kolte-Patil Developers Ltd. (BSE: 532924, NSE: KOLTEPATIL) is a leading Pune-based real estate company incorporated in 1991. Kolte-Patil is Pune's largest developer with a reputation for high quality standards, design uniqueness, transparency and the delivery of projects in a timely manner. The company has developed and constructed 48 projects including 35 residential complexes, 9 commercial complexes, and 4 information technology parks covering a saleable area (KPD share) of over 10 million square feet across Pune and Bengaluru. The company has also forayed into the Mumbai market.

For more details on Kolte-Patil Developers Ltd., visit [www.koltepatil.com](http://www.koltepatil.com)

### **About Amura Marketing Technologies Pvt. Ltd.**

Founded in January 2010 Amura Marketing Technologies is a leading digital marketing company for Real Estate. The company is headquartered in Pune with offices across Mumbai, Delhi and Bengaluru. They have a dedicated team of senior professionals who have an in-depth understanding of the real estate sector in India. Amura has pioneered in ushering in an era of engineered marketing approach – from intuition to data driven. The firm has launched India's first real estate Sales and Marketing Automation Platform -Sell.Do in March 2014. They currently service well-known real estate players like Sobha Developers, Oberoi Realty, Shapoorji Pallonji Real Estate, Lodha Group, India Bulls Real Estate, Piramal Realty, Coldwell Banker India, XRBIA Developers, K Raheja Corp, Kolte-Patil Developers Ltd., Ahuja Constructions, Amanora Park Town, Ansal Housing, Gera Developments, Wave Group, DSK Developers to name a few.

For more information on Amura, visit [www.amuratech.com](http://www.amuratech.com)