

'Glorious Next' campaign by House of Hiranandani celebrates legacy, luxury and Urban Excellence

Mumbai– House of Hiranandani has launched its brand campaign, celebrating the legacy of luxury living and new urbanism. With a mix of visual storytelling and influencer collaborations, the campaign talks about the company's architectural brilliance and holistic approach to community development.

Focusing around the campaign theme of 'Glorious Next' under the pillars of "Makers of Luxury Living" and "Creators of Architectural Brilliance," this campaign brings together stories that define House of Hiranandani's passion for innovative urbanization. Through high-impact huge outdoor hoardings, digital activations, digital hoardings, and influencer-led social media engagements, the campaign is designed to connect with the audience of the Mumbai Metropolitan region.

For the main highlight of this campaign, an [exclusive brand video](#) is created, characterized by architectural sophistication, holistic community building, and sustainability as core values. This is at the core of visual storytelling with the integrated living approach offered by the House of Hiranandani, promising a commitment to elevating the urban lifestyle through thoughtful design and planning.

The social media campaign supports outdoor communications by House of Hiranandani. Sepia-toned images that evoke architectural craftsmanship and legacy were displayed across outdoor and digital platforms so that there is a sense of consistent messaging from a billboard to a mobile screen. The campaign also includes targeted print ads, digital amplification through SMS, WhatsApp, and email, and video content portraying the legacy of the brand towards future developments. The campaign's strategic deployment builds anticipation while reinforcing House of Hiranandani's role as a key player in the region's urban landscape, especially at a time the company is gearing up for its next stage of urban excellence.

The [influencer-led activation](#) has been designed to create high audience engagement, with a projected reach of approximately 25 million users across digital platforms, enhancing brand recall.

"We wanted to create a campaign that reflects our architectural philosophy and resonates with today's audience across platforms," said Prashin Jhobalia, Chief Marketing Officer, House of Hiranandani. "The campaign is about showcasing the brand's legacy while inviting people to engage with our vision of community-centered, luxurious living spaces. Collaborating with influencers has added a dynamic layer, allowing for genuine engagement and storytelling that aligns with our brand identity."

The five A-list influencers, in particular, were sent exclusive challenge boxes to spark unique and engaging “unboxing content” highlighting the brand's heritage and luxurious experience.

“Through such associations, we are able to capture the aesthetics and essence of House of Hiranandani in a very interactive and authentic way,” said Prashin. “Each influencer's interpretation gives you a fresh view of the brand.”

House of Hiranandani's one-of-a-kind activation, inviting 24 influencers, from A-listers to micro and nano creators across luxury, lifestyle, fashion, art, and culinary spaces. In this creator-to-creator activation, each influencer takes on a unique challenge: to craft content inspired by House of Hiranandani's signature burgundy and gold brand colors, drawing further inspiration from its renowned neoclassical architecture, lush green spaces, and vibrant sense of community living. Known for transforming urban landscapes with distinctive architecture, detailed craftsmanship, and community-centric design, House of Hiranandani's campaign emphasizes the group's pivotal role in redefining the skyline of the Mumbai Metropolis, showcasing their unique impact on modern urban development.

About House of Hiranandani:

Mumbai-based House of Hiranandani group, founded by Mr. Surendra Hiranandani, stands as a beacon of excellence in the real estate industry. With a distinguished portfolio spanning Mumbai, Thane, Chennai, Bengaluru, and Hyderabad, including landmark projects like Hiranandani Gardens in Powai, Hiranandani Estate, and Hiranandani Meadows in Thane, the company has created benchmarks in the real estate industry.

House of Hiranandani influence extends beyond residential ventures, as it adeptly applies its expertise across diverse sectors including commercial, retail and healthcare embodying a holistic approach to real estate and beyond.

With a track record boasting 45.82 million. square feet. developed area, 26,399 homes delivered, 95,228 students educated, and a staggering 69,357 trees planted, House of Hiranandani persistently redefines opulent living while forging an unparalleled path in the real estate realm and beyond. The total development includes commercial development of over 12 mn square.feet of office spaces, catering to the needs of both small-scale entrepreneurs and large corporate entities. Mr. Surendra Hiranandani's entrepreneurial journey in real estate spans almost four decades, marked by a deep-rooted commitment to excellence and innovation. With unparalleled expertise in technical and architectural realms, he has emerged as a visionary leader, adept at navigating challenges and seizing opportunities. Through House of Hiranandani, he continues to redefine luxury living. His decision to embark on his entrepreneurial journey reflects a strategic vision to expand in the Mumbai Metropolitan Region, leveraging his wealth of experience to shape the future of real estate in India.