



# House of Hiranandani bags 'Best Use of Integrated Marketing- Real Estate award' at E4M Indian Marketing Awards – South 2021

**October 6 2021, India:** House of Hiranandani, India's most premium real estate brand, has won the 'Best use of Integrated Marketing– Real Estate' award for its Virtual Sales Office (VSO) campaign at the E4M Indian Marketing Awards – South 2021.

A pioneer of integrated townships, House of Hiranandani is synonymous with innovation, transparency, quality construction, superior design and customer satisfaction. The brand has altered the way living spaces are designed, transforming the ethos and aesthetics of Indian real estate.

The E4M Indian Marketing Awards – South 2021, announced on Tuesday, honoured the initiatives undertaken by brands to create value for their customers and associations. House of Hiranandani won the award for the VSO campaign that has pioneered communications on digital platforms in the post Covid world.

The pandemic has changed real estate strategies for customer outreach; smart, interactive technology is the key to success. The VSO is a digital replica of physical offices that ensure that home buyers don't miss out on the grandeur of the offices at the House of Hiranandani.

Designed with cutting-edge technology, the VSO has a superior interface and offers visitors a seamless experience. Everything is visually represented, from the entrance to the sales office to communication with sales personnel and a tour of the show property. The tour comprises a 360-degree walkthrough of the project that is highly personalised. This is integrated into the House of Hiranandani online booking platform so that customers can opt for a virtual home buying experience.

Prashin Jhobalia, Vice-President of Marketing Strategy, House of Hiranandani, said: "Lockdown created a challenge for customer interface which is a basic requirement in any real estate transaction. With Virtual Sales Experience, we not only have overcome the challenge, but have also successfully enhanced the digital experience of the customer.

It has always been our endeavour to give superior products and memorable experiences to consumers. Our virtual sales office resonates with the brand persona and is a digital replica of our physical offices making sure that the home buyers do not miss out on the experience of a physical visit. Such awards are a validation of the effort we put into our brand and projects."

Among other brands that won award in different categories are Cred, ITC, Marico Limited and Tata Consumer Products

<https://www.youtube.com/watch?v=QF7nb6fOpbs>

Watch the VSO video here:

## **About House of Hiranandani**

Since its inception into the urban terrains of India, the House of Hiranandani has altered the way living spaces are designed, thereby transforming the ethos and aesthetics of real estate in India. Pillared by a



unique approach to designing and planning, the company invests heavily in research and development ensuring that each of its developments surpass industry benchmarks and redefine value engineering and design. The buildings and supporting infrastructure are designed to ensure low maintenance, yet add value to the lives of our residents. The selection of materials is robust to ensure longevity and is passed only after stringent quality checks.

Today, House of Hiranandani has carved a niche for itself and is synonymous with innovation, transparency, quality construction, superior design and customer satisfaction.

House of Hiranandani has a national presence with projects Bengaluru (Hebbal, Devanahalli & Bannerghatta), Chennai (OMR & Thaiyur) and Hyderabad (Shankarpally).