

PRESENTATION ON ANSAL PROPERTIES



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COMPANY PROFILE

The Ansal Housing is one of the premier real estate developers in India and overseas, which has worked relentlessly for decades, to help build a stronger nation. Since inception in 1983, Ansal Housing has given a new dimension to Indian infrastructure development. The company has developed world-class townships, residential complexes, commercial complexes, retail space, hotels and movie-halls that have set new standards in quality and architectural excellence, delivering the best to its customers, stakeholders and investors.



HISTORY

Ansal Housing & Construction Ltd.

Ansal Housing & Construction Ltd. formerly known as Ansal Housing Finance & Leasing Ltd. was incorporated as a public limited company on 22nd October, 1983. The company made a public issue in December 1985. The company was promoted by Sushil Ansal, Gopal Ansal and Deepak Ansal and Ansal properties & Industries (P) Ltd. as well as their associates. The name of the company was changed to Ansal Housing & Construction Ltd. w.e.f 31st May, 1990. The company is at present mainly engaged in the construction of High Rise Buildings, Residential complexes, Farm Houses, Real Estate Development and Construction etc.

STP STRATEGIES OF ANSAL PROPERTIES

- SEGMENT
 - Major cities in North India, with huge density.
- TARGET GROUP
 - Middle to higher income group for residence cooperates for office.
- POSITIONING
 - Quality & Cost.



MARKETING STRATEGIES

- Based on 20% years of experience and as a “Top 1%”
- “Realtor ” in the US. Enjoy my tpo five marketing tips that are guaranteed to help you increase your residential real estate sales .



Here are top five marketing strategies to attract buyers to properties :

- 1.A professional rendering is ideal for specific types of marketing.
- 2.Property – specific websites are key .
- 3.Professional photography is imperative.
- 4.Print marketing should not be overlooked.
- 5.Internet marketing is a must.



ANSAL HOUSING

ENRICHING LIVING STYLES

Advertising Budgeting

Most developers usually follow a simple maths of spending 3 per cent of the total project cost on media but this year , many of them are breaching this limit. Parsvnath, a Delhi – based developer , has a propoesd budget of 10-15 crore earmarked for ad expenditure this year.



CUSTOMER LOYALTY PROGRAM OF ANSAL PROPERTIES

**CUSTOMERS EXPECT COMPANIES TO ENGAGE
THEM IN A NEW WAY.**

In a world where customers are bombarded with options , brands are expected to provide engaging experiences and reward customers for their loyalty . Brands that ignore this shift in expectation won't survive . However ,brands who invest in customer loyalty will build a fan base willing to advocate on their behalf, and here to help your brand build lasting customer loyalty.



