Sunteck Realty Ltd.

Sunteck

SRL/NSE/66/13-14

Date: 23rd May 2013

To,
National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (East), Mumbai - 400 051

Script Code: SUNTECK
Sub: Press Release

Sirs,

With reference to clause 36 of Listing Agreement we hereby intend to intimate you that the Company is giving a press release. The copy of the same is enclosed herewith for your records.

Kindly acknowledge the same.

Thanking You,

For Sunteck Realty Limited

Rachana Hingarajia
(Company Secretary)
Encl. As stated above

Sunteck Realty wins 'Real Estate Marketing Campaign of the Year' award
for SunteckCity – Avenue I

Mumbai: Sunteck Realty Ltd. was awarded with the '**Real Estate Marketing Campaign of the Year'** *by* ***Realty plus*** . The campaign was executed for its project SunteckCity, Avenue 1.

As a premium and luxury segment player, The **V/S** campaign was conceptualized and executed so as to be a different and unique campaign in the real estate domain to bring out the essence of a Lifestyle City within the city.

The marketing philosophy at Sunteck has been to maintain a targeted approach rather than a mass approach. This helped in capitalizing and garnering the attention of a genuine buyer. The scale of the project and the subtle communication transpired into the **V/S** campaign that was well accepted as a clutter breaker within the real estate segment. The campaign drove the decision making process of the SIDE OF LIFE consumers wish to be on. The use of aspirational and lifestyle imagery further accentuates the visual appeal of the campaign. The campaign subtly brought in the connect with a real estate project. With The City **V/S** SunteckCity, Chatroom Friends **V/S** Childhood Friends, Some One **V/S** The One, Traffic Jams **V/S** Jam Picked Evenings, Boredom **V/S** Adventure as the lead copy, the campaign was more dialogue oriented rather than just providing project information.

The choice of media was planned keeping the affinity and reach in mind. Sunteck has always focused on quality rather than quantity. The Award winning V/S campaign was launched with the support of mainline- Print, OOH and digital campaign. The campaign showcased a life where doors open, jaws drop, eyes follow, rules bend, and crowds part. It was an invitation for the connoisseurs, the icons and patrons of luxury. For those who know the difference between the replica **v/s** the masterpiece, the regular **v/s** the exclusive and the ordinary **v/s** the extraordinary. Thus not just did the campaign attract eye balls, the subtle communication, the messaging and the product connect completed the circle of an effective branding initiative.

The **V/S** campaign leveraged the Disney Experience as an experience driver. The characters did not merely showcase the project but were also instilled the childhood moments.

Speaking on the occasion, **Mr. Kamal Khetan, Chairman and Managing Director, Sunteck Realty** said “We have always believed in adding value to our consumers by offering world class services, and pave the way for a better lifestyle”.

About SunteckCity

SunteckCity is an integrated development project strategically located in Goregaon West, Mumbai. The project is spread over an expanse of more than 23-acres of land. The unique concept that Sunteck launched was ‘ Disney Inspired Living’ through its tie up with the Walt Disney. The company has recently awarded the construction contract to L & T. Avenue 1 at SunteckCity offers:

- **Activity Zone** : Multipurpose court, jogging track, indoor games zone, squash court and state of the art gymnasium.
- **Leisure Zones**: Club House, Multiple pools, Steam, sauna and Jacuzzi, Sit – Out zones for senior citizens, themed gardens, landscaped areas designed by an internationally acclaimed team of architects
- **Lifestyle Amenities** : Concierge desk, business centre, launderette service, banquet room with party lawn, car recognition gates, gated security, 24/7 surveillance and security features
- **Disney inspired spaces**: Children’s room, swimming pool, library, children’s play area.

About Sunteck Realty Limited.

With a market capitalization of nearly INR 25 bn, Sunteck Realty Ltd, is Mumbai’s premier real- estate company singularly catering to the premium and ultra premium segment. With a project portfolio of over 36 mn. sq.ft of city centric developments that span across residential, commercial and rented assets, the company in a short span of a decade has carved a niche in its sphere of operations. Promoted by Mr. Kamal Khetan, the company is listed on BSE, NSE & Mcx Sx. Sunteck has a strategic 50:50 Joint Venture with the renowned Ajay Piramal group for developing several projects. The major shareholders of the company include some of the prominent FIIs and real estate funds.