

CASE STUDY



TATA REALTY AND INFRASTRUCTURE LTD.



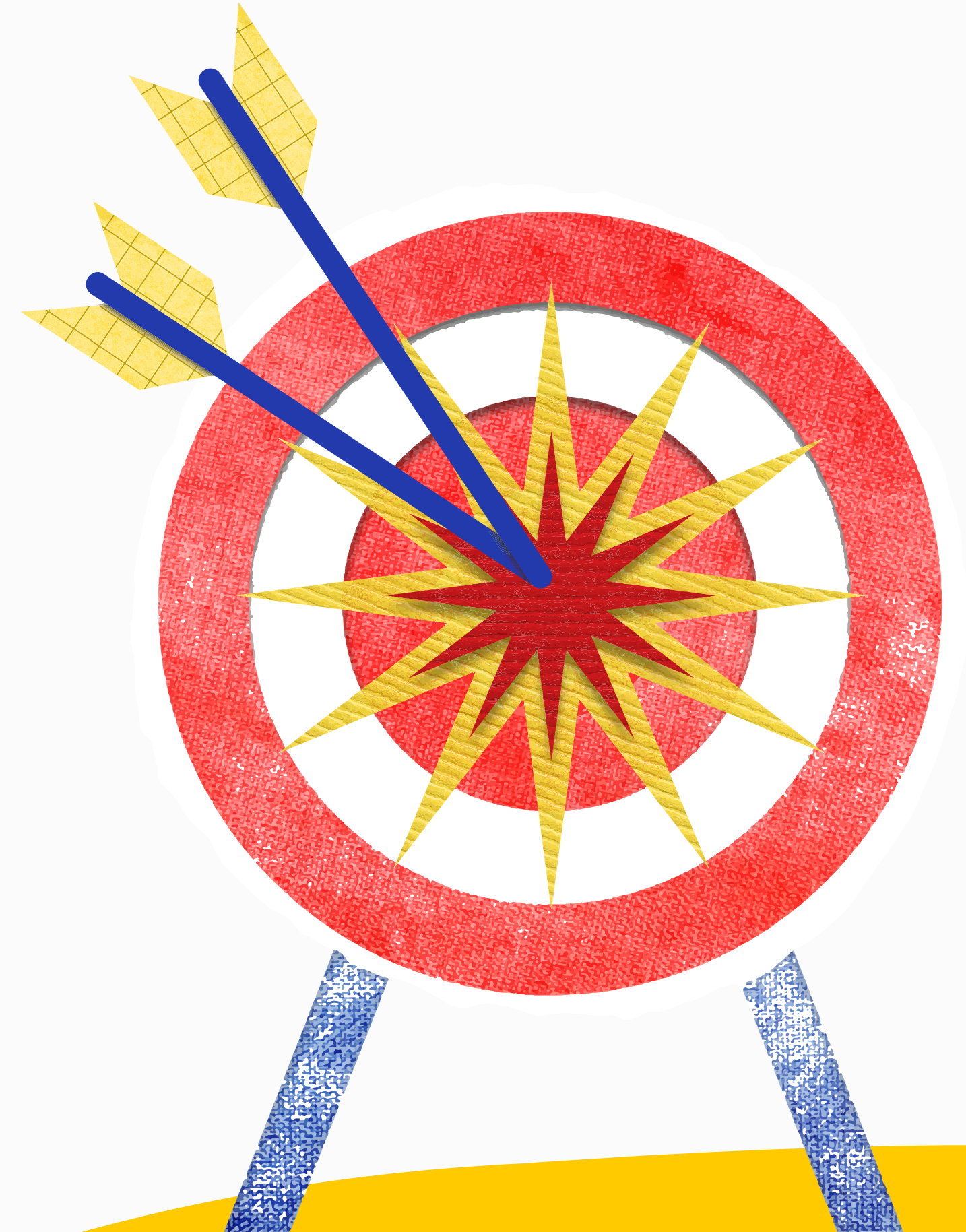
CAMPAIGN OBJECTIVE

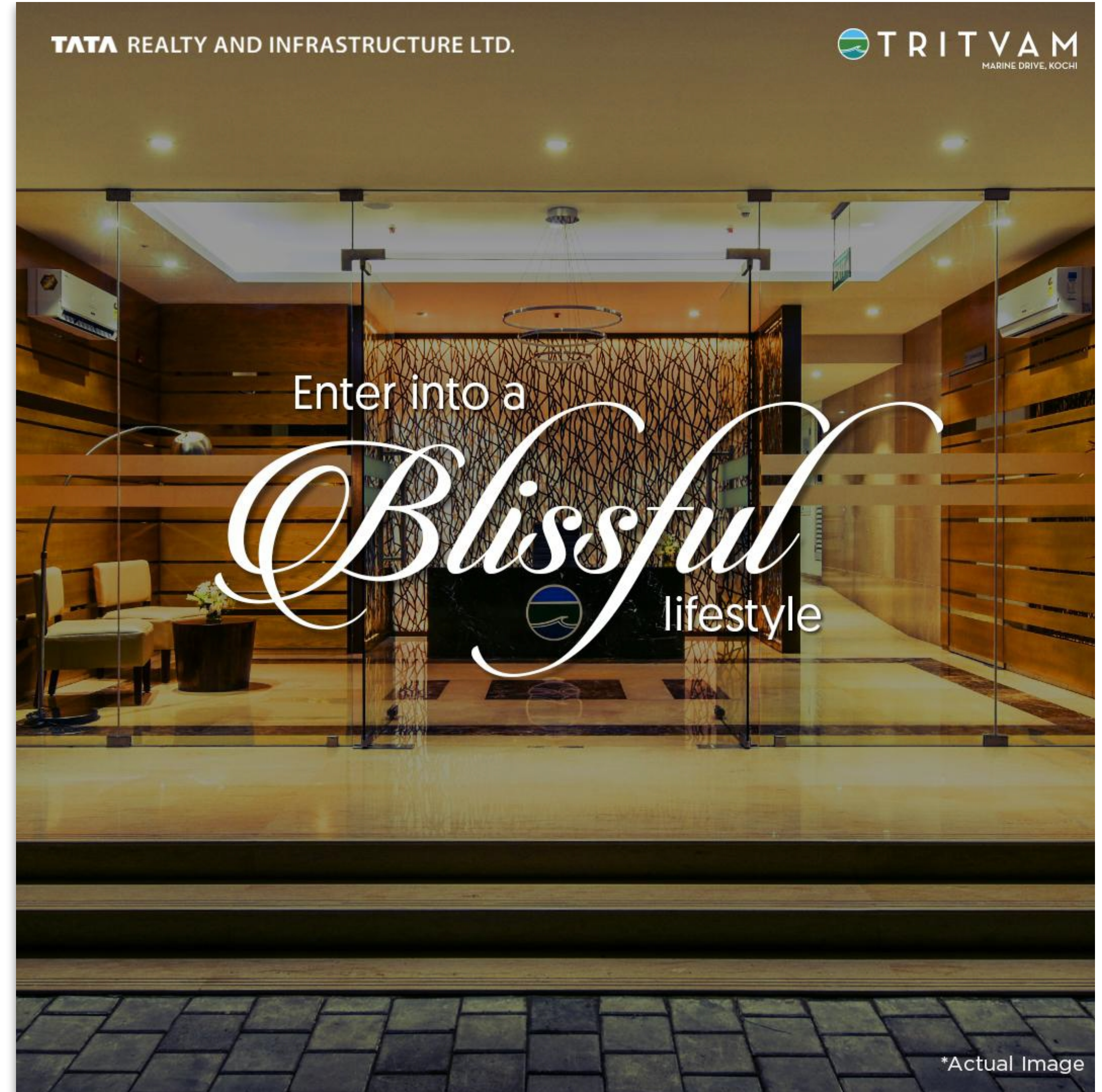


Brand awareness +
better recall



Get quality
leads





TATA REALTY AND INFRASTRUCTURE LTD. TRITVAM MARINE DRIVE, KOCHI

THIS ONAM EXPERIENCE *Luxury*

Gold voucher worth	GST saving upto
₹ 10 Lakh*	₹ 20 Lakh*

An advertisement for the Tritvam project. The top section features the TATA Realty and Infrastructure Ltd. logo and the Tritvam logo with 'MARINE DRIVE, KOCHI' below it. The main headline reads 'THIS ONAM EXPERIENCE' in blue, with 'Luxury' in a cursive orange font. Below this, two blue boxes highlight 'Gold voucher worth ₹ 10 Lakh*' and 'GST saving upto ₹ 20 Lakh*'. The bottom half of the ad shows a traditional boat race (Onam) on a body of water, with several tall, modern white high-rise apartment buildings in the background under a clear sky.

TATA REALTY AND INFRASTRUCTURE LTD. TRITVAM MARINE DRIVE, KOCHI

Holiday Home

of your dreams at the heart of

Kochi

An advertisement for the Tritvam project. The top section features the TATA Realty and Infrastructure Ltd. logo and the Tritvam logo with 'MARINE DRIVE, KOCHI' below it. The main headline reads 'Holiday Home' in a large, elegant white cursive font. Below it, a yellow box contains the text 'of your dreams at the heart of', followed by 'Kochi' in a large, bold white font. The background is a night-time photograph of a swimming pool with a dark metal fence, with city lights visible in the distance.

TATA VALUE HOMES



A SCENIC VIEW OF THE HILLS WITH EVERGREEN GARDENS

1.5 & 2 BHK homes with modern amenities

[Enquire Now](#)



Actual Image



TATA REALTY AND INFRASTRUCTURE LTD.



Why look around when a golden opportunity is right here?

OC Received

GST savings upto 20 lakh*

3 & 4 BHK Starting at 2 Cr.*



TRITVAM
THE LUXURY OF SOLITUDE

TATA VALUE HOMES



5 STAR DEALS. 5 STAR PRIVILEGES.

* Exclusively for **TATA Employees**

Enquire Now



*Artistic Impression

TATA VALUE HOMES

It's not just a Utility.

*It's a **lifestyle***

1.5 & 2 BHK homes
with modern amenities.

Enquire Now

Zero GST Worries



TATA VALUE HOMES



5 STAR DEALS. 5 STAR PRIVILEGES.

Shout out to all
TATA Group employees
| Exclusive Offer |

[Enquire Now](#)



santorini
SPANISH STYLED HOMES
POONAMALLEE, CHENNAI




*Actual image clicked on site in September 2017

TATA VALUE HOMES

Experience the joy
of peaceful living in a
Spacious Home

2 BHK homes with
modern amenities

Enquire Now



La Montaña
live the life you imagine

Zero GST Worries

Artistic Impression*

TATA REALTY AND INFRASTRUCTURE LTD.

TRITVAM
THE LUXURY OF SOLITUDE

Ponnonam Offer



@Marine Drive, Kochi

Gold voucher worth	GST saving upto
₹ 10 Lakh*	₹ 20 Lakh*

*T & C apply

TATA VALUE HOMES



*Artist Impression

MAKE THE NEW YEAR DAY MEMORABLE!



BOOK ON GUDI PADWA,
GET **10 GRAM GOLD**

1.5 & 2 BHK FLATS
₹ 39 LAKHS* ONWARDS

*T&C Apply



TATA VALUE HOMES



Did You Know?
La Montana has one of the largest clubhouses in Talegaon

LaMontaña



Audio Visual Room

LaMontaña



Fully Equipped Gym

LaMontaña




Cafeteria

LaMontaña



Indoor Games

LaMontaña



Swimming Pool

LaMontaña

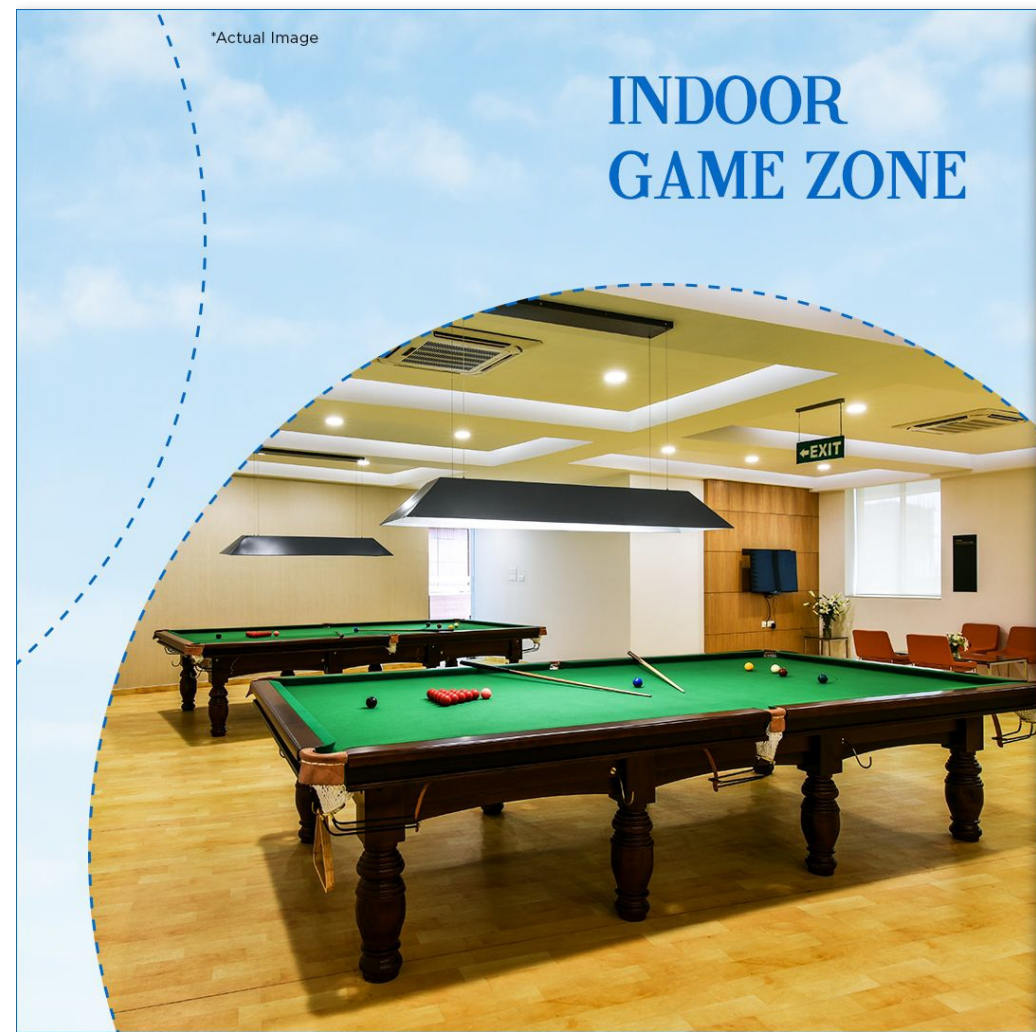
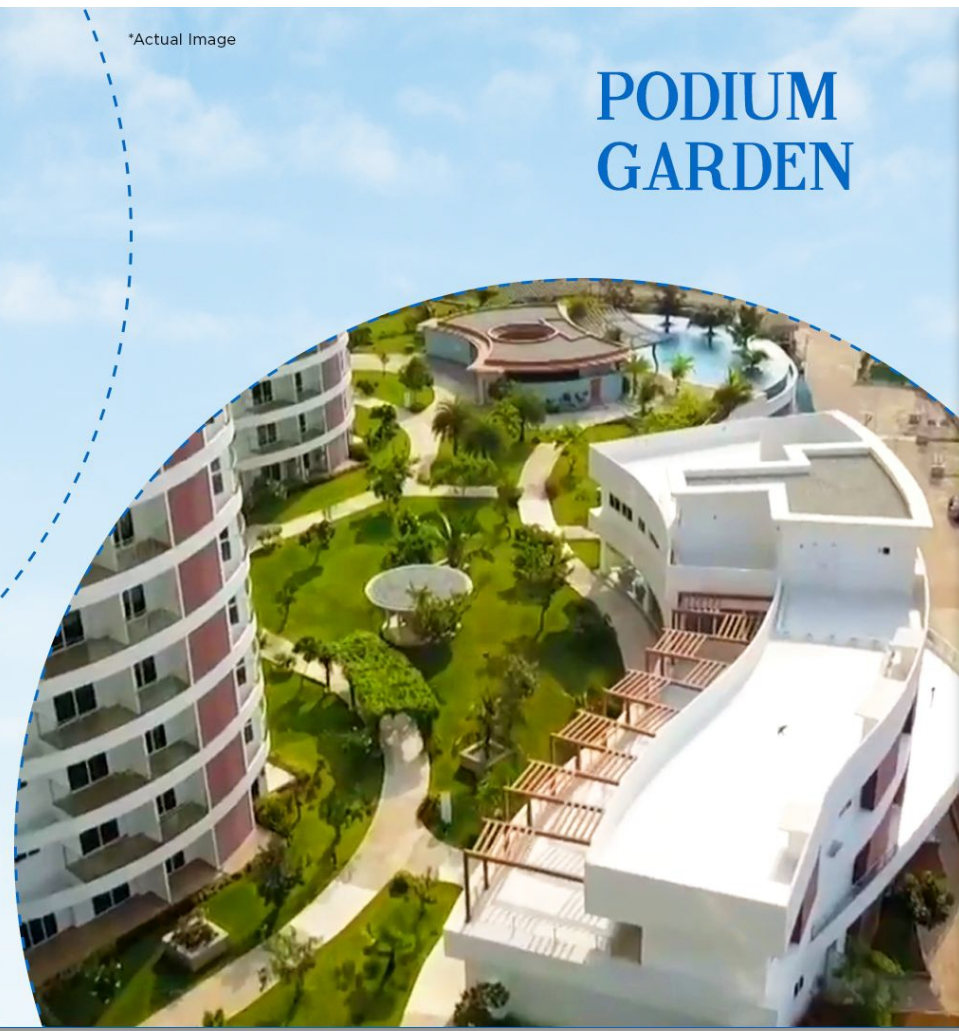
TATA VALUE HOMES

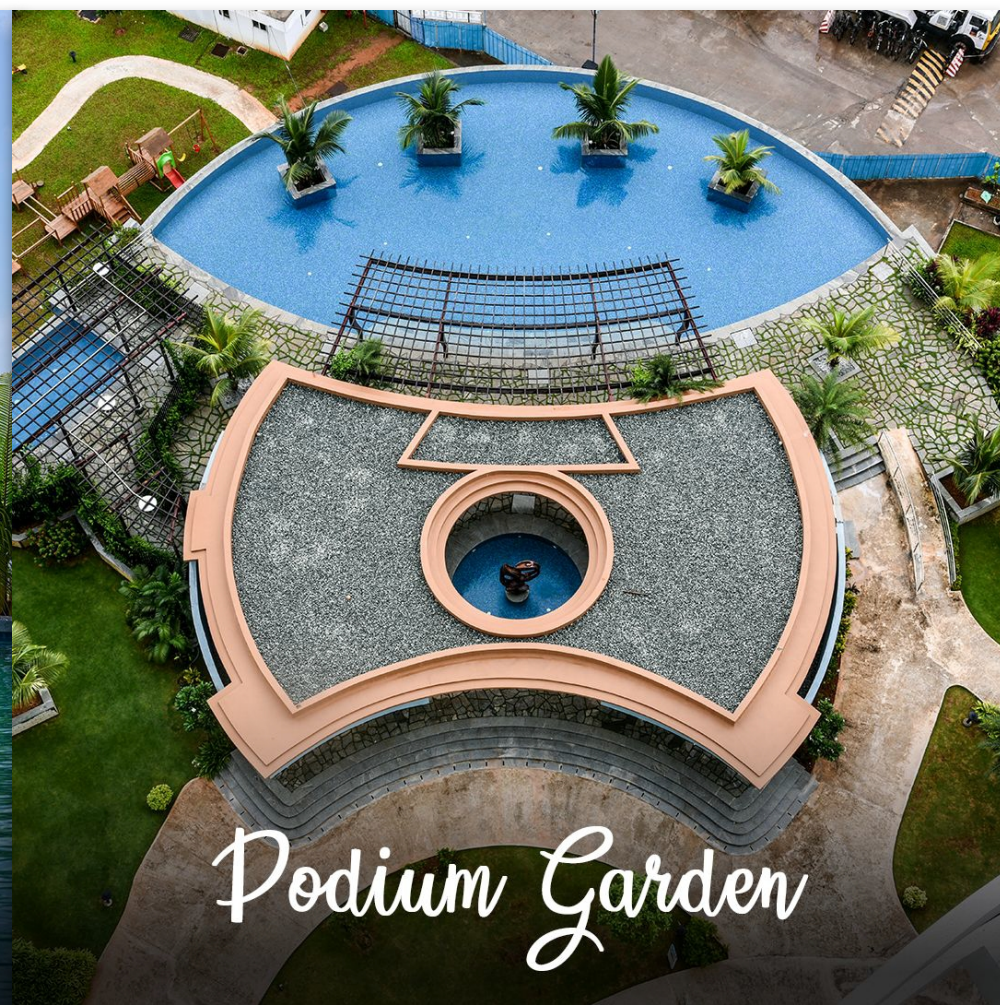


1.5 & 2 BHK Flats
with Modern Amenities.

[Enquire Now](#)

LaMontaña







TATA REALTY AND INFRASTRUCTURE LTD.

TRITVAM

~ A lifestyle luxury meets ~
TRANQUILITY



CLICK HERE TO WATCH

TATA REALTY AND INFRASTRUCTURE LTD.

Why wait for the right time when a golden opportunity is right here?
Hurry. Offer ends in 4 days!
Tower 5 available at never before price

TRITVAM
THE LUXURY OF SOLITUDE

- ▶ 3.4-acre Vehicle-free Green Podium
- ▶ 15000 Sq.ft. Clubhouse with - Gym | Squash Court | Games Room | Banquet Halls | Convenience Store | Guest Rooms
- ▶ IGBC Gold Rating
- ▶ Excellent Connectivity (Located Opposite to Queen's Walkway)
- ▶ Sea-view Infinity Pool with Jacuzzi
- ▶ Hassle-free Living with 24*7 Services

Goshree - Pachalam Link Road (Gida Road), Marine Drive, Kochi - 682018
Call: +91 9607927437 | www.tritvam.com

Tower 1 to Tower 4 - OC received on 4th June 2016, Iconic Tower - OC received on 31st Oct 2016,
Tower 5 - OC received on 2nd Aug 2019

Disclaimer: The offer is valid for limited period and the company reserves right to modify or withdraw the same. The customer shall get the offer benefits only after registration of the agreement for sale which will be subject to the terms of voucher agency. The sale shall be subject to the terms of Application form and Agreement for Sale. The price is exclusive of statutory charges and government taxes. For more information, please contact Goshree, Pachalam Link Road, (SIDC Road), Marine Drive, Cochin 682018 India or visit

AND IT RESULTED INTO..



67.32%

Quality Leads



34.51%

Less CPL than
expected



39.48%

Rise in Brand
Recall



36%

More Leads than
committed



THANK YOU

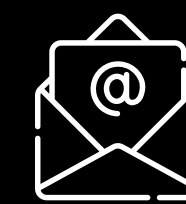
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