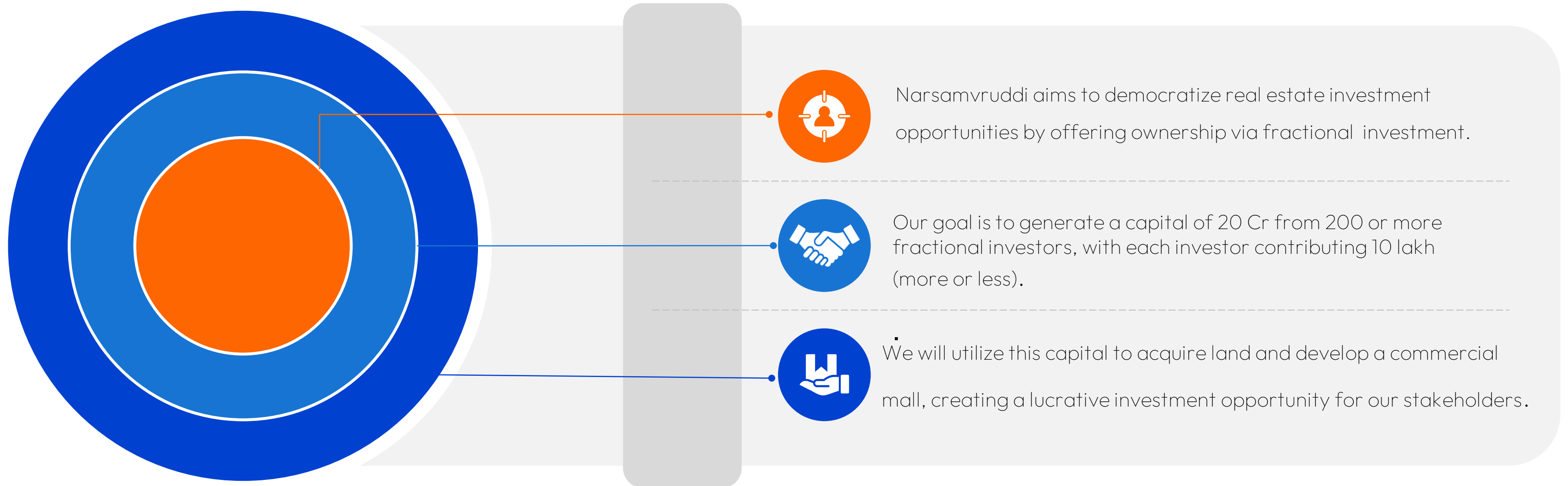




Marketing framework for Fractional Investment in Real Estate Ownership

Contextual Background



Why Fractional Investment

PROS



Diversification: Fractional investment allows investors to diversify their portfolios by gaining exposure to multiple commercial real estate properties without committing significant capital to any single asset.



Accessibility: Makes commercial real estate accessible to a wider range of investors who may not have the financial resources to purchase an entire property on their own.



Professional Management: It will typically provide professional management services, including property acquisition, leasing, maintenance, and asset management.



Liquidity: Offers greater liquidity compared to traditional real estate ownership, as investors can buy and sell fractional shares of properties more easily through online platforms or secondary markets.

CONS

Limited Control.



Counterpart- Entrusting property management to experienced professionals can relieve investors of the burden of day-to-day management tasks and ensure that properties are managed efficiently and effectively to maximize returns.

Income Distribution Risks.



Counterpart- Fractional investment platforms typically have mechanisms in place to ensure timely and equitable distribution of income to investors, with transparent reporting and distribution processes to provide clarity and confidence to investors.

Market Volatility



Counterpart- Diversification across multiple properties and geographic locations can help mitigate the impact of market volatility on investment portfolios, reducing overall risk exposure and enhancing long-term stability and resilience.

Potential for Disputes



Counterpart- Clear communication, transparent governance structures, and well-defined operating agreements can help mitigate potential disputes and ensure that investors' interests are aligned and protected.

Some other Cons that an Investor may ask

Management Fees: Investors may incur management fees and other expenses associated with property maintenance and administration.

Counter Statement: While management fees are a consideration, they are typically offset by the value-added services provided by professional property management, including maintenance, tenant management, and financial reporting.

Tax Implications: Fractional ownership in real estate may have tax implications that vary based on jurisdiction and individual circumstances.

Counter Statement: Tax planning strategies and expert guidance can help investors optimize their tax position and maximize after-tax returns on their real estate investments.



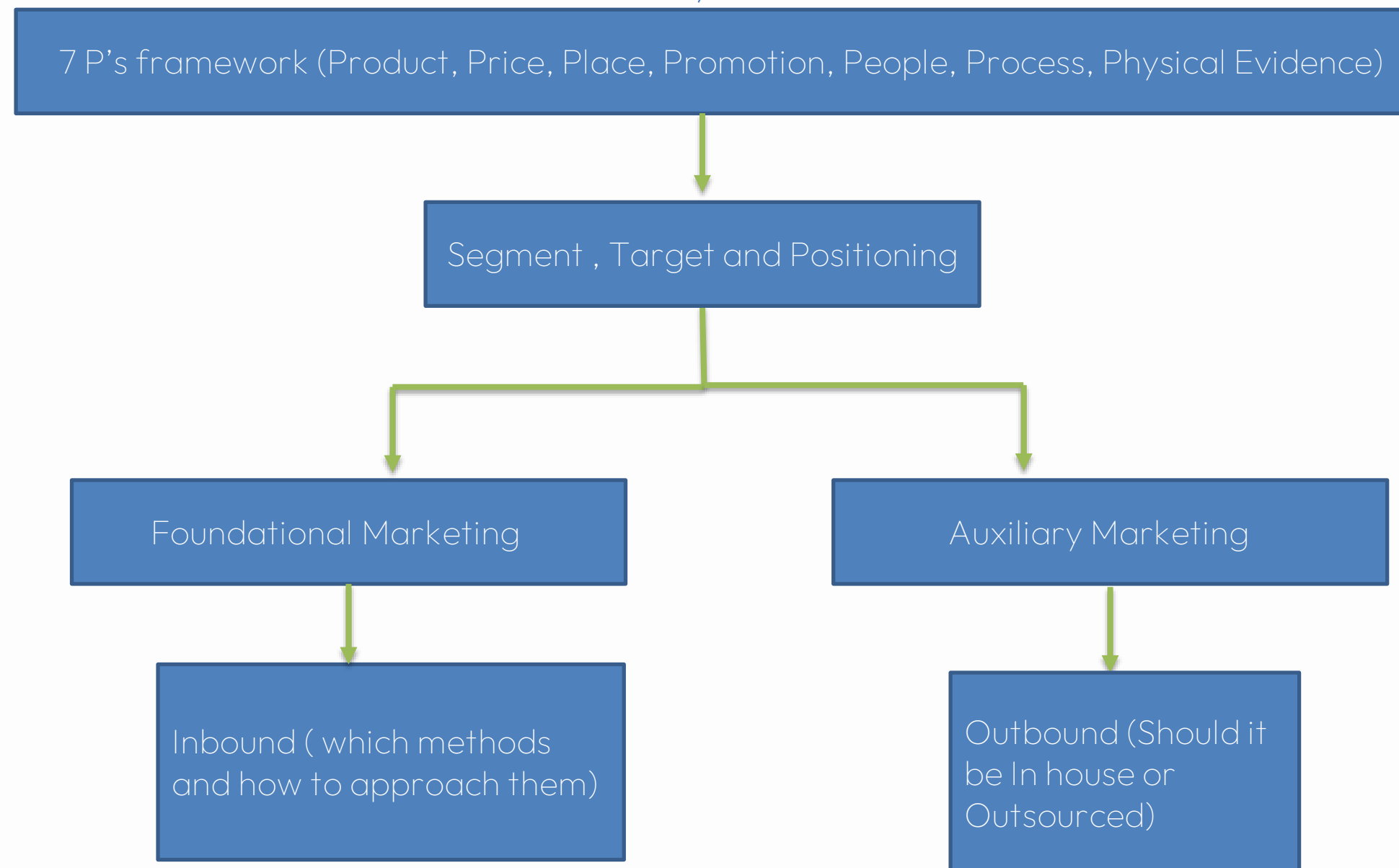
Potential for Underperformance: Real estate investments, like any other asset class, carry inherent risks, including fluctuations in property values and rental income.

Counter Statement: Thorough due diligence, market analysis, and professional management help mitigate risks and enhance the potential for attractive returns over the long term.

Dependency on Other Investors: The success of the investment may depend on the actions and decisions of other co-owners, leading to potential conflicts or delays.

Counter Statement: Collaborative decision-making processes and shared goals foster a sense of community among co-owners, encouraging cooperation and collective success.

Narsamvruddi Marketing Framework



7 P's Framework for Narsamvruddi

Product: Fractional Ownership in Commercial Real Estate. Investors will have the opportunity to own a fraction of a commercial mall developed by Narsamvruddi.

Price: Investment Opportunity. Each investor will contribute 10 lakh INR for a share in the commercial mall.

Place: Prime Real Estate Locations. Narsamvruddi will acquire land in strategic locations with high foot traffic and commercial demand. The commercial mall will be developed in areas with strong economic growth potential.

Physical Evidence: Tangible Assets. High-quality commercial mall constructed with modern amenities and attractive design. Legal documents and contracts outlining the rights and responsibilities of fractional owners.

Promotion: Marketing Channels. Digital marketing campaigns targeting potential investors interested in real estate investment opportunities. Participation in real estate expos, seminars, and networking events to showcase the benefits of fractional ownership.

People: Team Expertise. Experienced real estate professionals managing the acquisition, development, and leasing processes. Dedicated customer support team to address investor inquiries and concerns.

Process: Investment Process. Streamlined procedures for land acquisition, development, leasing, and distribution of rental income to investors

STP Framework



Segmentation:

Demographics:

Age: Potential investors are likely to be working professionals with disposable income.

Income: People having Disposable income.

Location: Primary: Madurai & Tamil Nadu (local),
Secondary: Rest of Tamil Nadu.

Psychographics:

Values: Investors who prioritize stable returns and potentially long-term growth may be attracted.

Interests: Individuals interested in real estate investment and supporting local development projects in Madurai might be a good fit.



Targeting-

- Location: Primarily - Residents of Madurai and surrounding areas in Tamil Nadu. Secondarily - Investors from other parts of Tamil Nadu with an interest in the Madurai market.
- Values: Financial stability and growth potential
- Interests: Real estate investment and local development in Madurai



Positioning-

- Local Investment opportunity in Madurai
- Secure commercial real estate project
 - Stable return potential
- Contribution to local development

Foundational marketing areas Key Result Areas

Problem statement - Narsamvruddi lacks an online presence and efficient means of disseminating information about its real estate investment opportunities.

Project Goal - The goal of creating a website for Narsamvruddi is to establish a robust online platform that effectively showcases its real estate investment opportunities, facilitates investor engagement, and enhances brand visibility and credibility.

First person responsible-

Key Focus Areas	Action Plan	Success Metric
Website Development	Hire a professional web development team to design and develop a user-friendly and visually appealing website for Narsamvruddi. The website should include detailed information about real estate investment opportunities, project portfolios, investor testimonials, and contact information.	Increase in website traffic and engagement metrics (e.g., time spent on site, pages visited).
Search Engine Optimization (SEO)	Implement SEO best practices to optimize the website for search engines, including keyword research, on-page optimization, meta tags optimization, and internal linking structure	<ul style="list-style-type: none">Improvement in search engine rankings for targeted keywords.Increase in organic search traffic to the website.Growth in the number of indexed pages and backlinks.
Content Creation and Management	Develop informative and engaging content for the website, including blog posts, articles, case studies, and video content.	<ul style="list-style-type: none">Consistent publication schedule for new content.Engagement metrics for content (e.g., social shares, comments, downloads).Increase in website conversions (e.g., inquiries, sign-ups) attributed to content.
Investor Engagement Tools	Integrate investor engagement tools such as contact forms, live chat support, and interactive investment calculators into the website to facilitate communication and interaction with potential investors. Provide clear calls-to-action (CTAs) to encourage visitors to inquire about investment opportunities.	<ul style="list-style-type: none">Increase in the number of inquiries and leads generated through website contact forms and live chat.Improvement in conversion rate for website CTAs (e.g., schedule a consultation, download investment brochure).

Auxiliary Marketing Efforts



In Bound Marketing



Content Marketing

Create valuable content such as blog posts, ebooks, and case studies that educate potential investors about the benefits of fractional investment in commercial real estate, market trends, and Narsamruddi's investment opportunities.



Social Media Engagement

Utilize social media platforms like LinkedIn, Twitter, and Facebook to share informative content, engage with followers, and build a community around real estate investment.



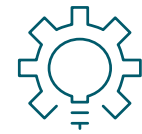
News letter

Build a list of potential investors and send regular newsletters, updates, and investment opportunities to keep them informed and engaged.



Thought Leadership

Establish Narsamruddi as a thought leader in commercial real estate investment by publishing thought-provoking content, participating in industry events, and sharing insights through webinars, podcasts, and guest articles.



Website Optimization

Optimize Narsamruddi's website to provide a seamless user experience for potential investors, with clear information about investment opportunities, transparent pricing, and easy-to-use contact forms.

Pros

- Cost-Effective
- Builds Trust and Credibility
- Targeted Approach
- Long-Term Results.

Cons

- Time-Consuming
- Competition
- Requires Patience
- Dependent on Algorithms

Out Bound Marketing



Direct Outreach

Conduct direct outreach through cold calling, email campaigns, and direct mail to targeted lists of potential investors, introducing Narsamruddi's investment opportunities and inviting them to learn more.



Advertising and Sponsorships

Invest in targeted advertising campaigns through channels like Google Ads, social media ads, and industry publications to reach potential investors and promote Narsamruddi's investment opportunities.



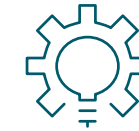
Partnership Marketing

Form partnerships with financial advisors, real estate agents, and other industry professionals who can refer potential investors to Narsamruddi in exchange for incentives or commissions.



Networking Events

Host networking events, investor meetups, and seminars to connect with potential investors in person, provide insights into commercial real estate investment, and build relationships.



Telemarketing and Follow-Up

Implement telemarketing campaigns to follow up with leads, answer questions, and address concerns raised by potential investors.

Pros

- Immediate Results
 - Wide Reach
- Controlled Messaging
 - Scalability

Cons

- Costly
- Intrusive
 - Limited Targeting
- Dependent on Response Rates

In-House vs Outsource

In-house

Pros

- Greater Control
- Internal Expertise Development
- Customization and Flexibility
- Brand Alignment

Cons

- Higher Costs
- Resource Constraints
- Limited Expertise

Outsource

Pros

- Expertise and Specialization
- Cost-Effective
- Scalability
- Access to Tools and Technologies

Cons

- Less Control
- Communication Challenges
- Dependency on Vendor

Companies that may help in outsourcing

Strata
<https://strataprop.com/strata-fip>

Asset monk
<https://assetmonk.com/>

Renivesh
<https://renivesh.com/>

- Inbound marketing strategies such as content creation, SEO, and social media engagement often require time to yield significant results. Narsamvruddi may not have the luxury of time to wait for inbound tactics to generate the desired level of investor interest and engagement.
- Inbound marketing relies on attracting potential investors who actively seek out information about real estate investments. This approach may not reach a broad audience of potential investors who are not actively searching for such opportunities, limiting Narsamvruddi's ability to expand its investor base.

Sales Collateral



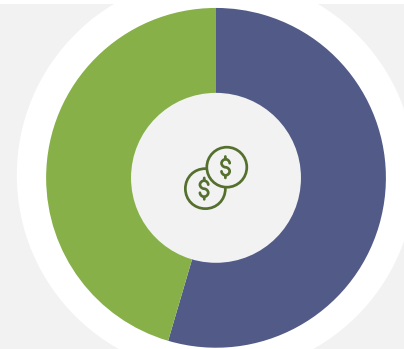
Blogs



Brochure



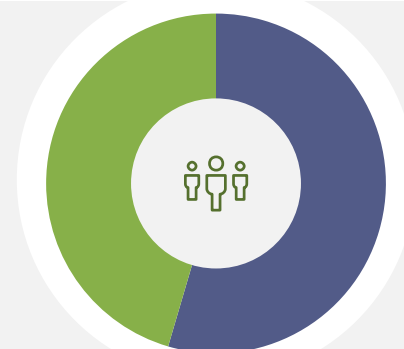
White Paper



News letter



Landing pages



Webinars



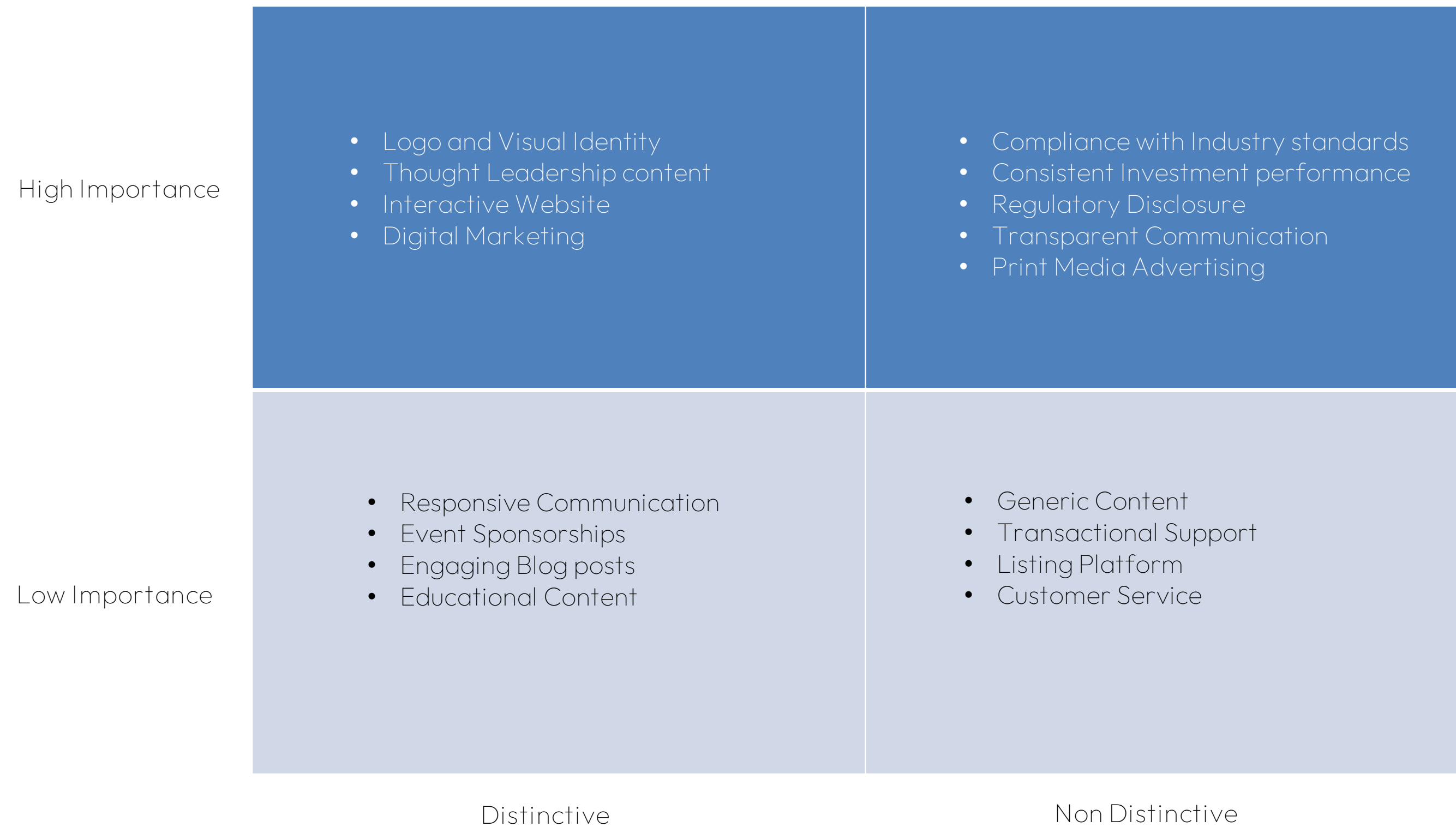
Infographics



Buyer's Guide



Romaniuk's distinctive Asset Grid



Success Paradigm (Harvard's Four Field of Decision)

High Control	Proactive management of properties and investment strategies to maximize returns and mitigate risks.	Strong foundation and infrastructure in place but performance falls short of industry benchmark.
Low control	Dependable performance despite limited control over external factors.	Strong market position but lack of control over market dynamics may hinder optimization.
	High Performance	Low Importance

Unlock Lucrative Real Estate Investments with Narsamvruddi

Welcome to Narsamvruddi – your gateway to commercial real estate investments. With a proven track record of delivering high-yield returns and unparalleled expertise in the real estate sector, Narsamvruddi offers investors a unique opportunity to diversify their portfolios and maximize their investment potential.

Key Benefits:

- Fractional Ownership
- High Yield Returns
- Diversification
- Transparency and Trust
- Personalized Support

Why Choose Narsamvruddi ?

- Exclusivity
- Expertise
- Risk Mitigation
- Flexibility

Call to Action:

Ready to unlock lucrative real estate investments with Narsamvruddi? Contact us today to learn more about our investment opportunities and start your journey towards financial success.

Trust-Building Element: Narsamvruddi has attracted renowned brands like Max, Zudio, and others, who are our prospective investors and want to open their stores in our upcoming mall projects. This demonstrates the trust and confidence these reputable brands have in our expertise and the quality of our developments.

Strategy



Brand Building Chart

Narsamvruddi

TASKS

Quarter 1

Quarter 2

Quarter 3

Quarter 4

1. Project Plan for entire Project

2. STP and 7 P's

3. Branding and Marketing Activation

3.1. Foundational Marketing Activities

3.2. Decide if Outbound is In-house or Outsource

3.3. Auxiliary Marketing Activities

Priority

- Website
- Partner Engagement
- Investor Engagement Plan
- CMS + Sales Collateral
- Outbound Activities

Outsource the following

- Website
- SEO
- CMS
- Outbound Activities

Hosachiguru's Marketing Strategy

Marketing Strategy-
Mainly through Facebook ads, Google Ads,
Radio.

Setting up Stalls in high class societies and
targeting High net worth people.

Targeting 40+ age people (reason given behind this was
Young People or working professional will prefer to buy
Home first or any needful asset)

Radio ads are run for certain age group of people
because a 40+ person would still be listening to radio on
their way to home rather than switching to Spotify.

- Maintenance fees charged on a 20 lakh of property would be 30k-35k per year(Rough figure).
- Only have Teakwood like plants in the farm which take on an average 15-20 years to get mature

Investors List

Madurai-

Native Lead
(<https://nativelead.org/index.php>)

- Native Lead can also provide leads for Investors based in Trichy as well

SL Madurai Angels-
(<https://www.startupplanes.com/sl-madurai-angels%EF%BF%BC/>)

Cholamandalam-
(<https://www.cholamandalam.com/>)

Chennai

The Chennai Angels
(<https://www.thechennaiangels.com/>)

Coimbatore

S L Coimbatore Angels
(<https://www.startupplanes.com/sl-coimbatore-angels/>)

Stanley ventures
(<https://stanleyventures.in/>)

For Investors based in
Dindigul, Sivagangai and
Virudhunagar and Tirupur-

Tamil Angels
(<https://startuptn.in/tamil-angels/>)

Mediators to Fractional Investors

Renivesh

Can help in finding private Investors.

Commission charged would be around 5% - 10%.

Estimated time- 3 Months

Person to Contact- Pritam P Hans (9958927543)

WiseX and Strata buys the land or Project (that too completed/ not under construction)

Brokers Detail

Chennai

- Abi Sowmya Real Estate (Velacheri) +919945707916
- Usha Associates (Kodambakkam) +919841436335, +919080541957
- R S M Enterprises (Puzhal) +919945729605
- A.K Agency (Thoraipakkam) +919945729373
- S S Real Estate (Tambaram) +918951919986
- Yogam Properties (Triplicane) +919945583254
- SM CONSTRUCTION (Kundrathur) +918951949794

Coimbatore

- Vasunthra Builders (Coimbatore) +918951921485
- D S K Foundation and Co, (Thondamuthur) +918951920437
- Primepark Housing Pvt Ltd, (Sidhapudur) +918951938010
- Tirupathi Property Developers (Vellalore) +919945582995
- Emats Solutions , (Saravanampatti) +918951892085
- Sree Bavamani Consultancy (Peelamedu) +918951916741
- Sri Sai Ram ,(Saravanampatti) +918951870934

Madurai

- Gokulam Promoters (BUY&SELL INVEST) (Teppakulam) +918951917133
- Meadows Rental & Real Estate, (S S Colony) +918951899843
- Ma Mohamed Ameen Document Writer, (Tirumangalam) +918951982910
- Medas Realtors (K Pudhur) +918951918543
- Star City Land Promoters (Kamarajar Salai) +918951985485
- Madurai Vadivel House Broker, (Teppakulam) +918951920640
- Sakthi Promoters (K Pudhur) +918951908700

Theni

- MR realtors (9789671323)
- Raj Land promoters (9042523221)
- Landzpark real estate (9790344499)
- Aishwaryam real estate (9054805619)
- Theni Real estate (9725627141)

Facebook Groups of Investors

NRI real estate investors

<https://www.facebook.com/groups/638505642835870/>

<https://www.facebook.com/groups/783524752223349/>

https://www.facebook.com/groups/1436703546414172/?_rdr

<https://www.facebook.com/groups/1686476374968063/>

Tamil nadu based real estate investors group

<https://www.facebook.com/groups/1721260004592026/>

<https://www.facebook.com/groups/508325816480279/>

<https://www.facebook.com/groups/297754277329628/>

<https://m.facebook.com/groups/1998228923751394/>

Twitter group of Investors

Angel investors (India)

<https://x.com/i/communities/1521371553254211585>

<https://x.com/i/communities/1670202664397983745>

Real estate investors

<https://x.com/i/communities/1697333987197538468>

LinkedIn Group of Investors

Suruliraj S

<https://www.linkedin.com/in/suruliraj-s-669164ab/>

Contact : India : +91-7339420040

(Can provide a good network of Tamil Nadu NRI)

Sanjai Reddy

<https://www.linkedin.com/in/sanjaireddi-be-me-d-098bb84b/>

(Based in Coimbatore)

Contact: 8754923111

NRI Real Estate Investors group

<https://www.linkedin.com/groups/14269379/>

<https://www.linkedin.com/groups/6660653/>

<https://www.linkedin.com/groups/3373738/>

Angel investors

<https://www.linkedin.com/groups/131285/> (Chennai)

THANK YOU