

DLFA HOMES

Revised Pointers for the Moodboard

After the last meeting, we changed the concept and moodboard to reflect the following aspects of our discussion:

- Added the customer profile, which helped us focus more sharply on our TA
- Added more 'soul', more people connect and emotions to the film
- While maintaining the aspirational essence, removed "elite" and uber-luxury connotation from the treatment
- Introduced community aspect of DLF, as well as pan India presence
- Changed the tonality to make it more encouraging and 'humble'

Customer Profile

The Aspiring Urban Elite

Property Type: Luxury & Premium

Age Group: 30-45 Years

Profession: Mid-to-Senior Level Corporate Executives, Entrepreneurs, NRIs, High-Earning Professionals (Doctors, Lawyers, Financiers, IT Leaders, Start-up Founders)

INTRODUCTION

DLF Homes leads at the forefront of redefining modern living, blending timeless elegance with contemporary design. Known for its legacy of quality, innovation, and sustainability, DLF has pioneered residential landscapes across India. Each DLF property is a testament to architectural excellence, offering thoughtfully crafted spaces that cater to evolving homeowner needs. With a focus on creating vibrant communities, DLF Homes ensures every development is not just a home, but a lifestyle, offering residents a seamless blend of comfort, luxury, and convenience.

Objective

To showcase DLF Homes as the pinnacle of luxury living, harmonizing with the refined tastes and aspirations. This film will elegantly highlight the distinctive features and benefits of DLF Homes, accentuating its opulence and exclusivity, comfort and convenience, unmatched quality and craftsmanship, prime locations with breathtaking views, world-class amenities and services, and a legacy of trust and excellence. By effectively articulating these value propositions, the objective is to establish DLF Homes as the preferred choice for sophisticated individuals seeking an extraordinary living experience that embodies their success, style, and refinement.

Tonality

The overall tone is uplifting and motivational, making viewers feel that owning a DLF Home is a key part of achieving their aspirations, with a sense of confidence and reassurance that comes from the company's legacy, trust, and commitment to delivering exceptional living experiences. The film aims to be poetic and emotive, evoking feelings of warmth, comfort, and belonging, while also being inspirational, encouraging viewers to dream big and aspire to a better life.





DLF HOMES

FILM



CONCEPT

The film captures the essence of inspired living, presenting its spaces as the pinnacle of elegance for those who appreciate the finest in life. It highlights how DLF homes are more than just spaces—they are experiences, where luxury, security, and nature come together in perfect harmony. From breathtaking architecture to thoughtfully curated communities, every detail reflects a legacy of excellence. A DLF home isn't just a place to live; it's a world of its own, where every sunrise brings warmth, and every evening is wrapped in comfort.

TREATMENT & VISUALISATION



Note: Tentative shots used to depict the concept.

SUPER:

Life is a dance of time
Woven with shared dreams, laughter
And the warmth within the walls
Called a home...



OPENING MOOD SEQUENCE

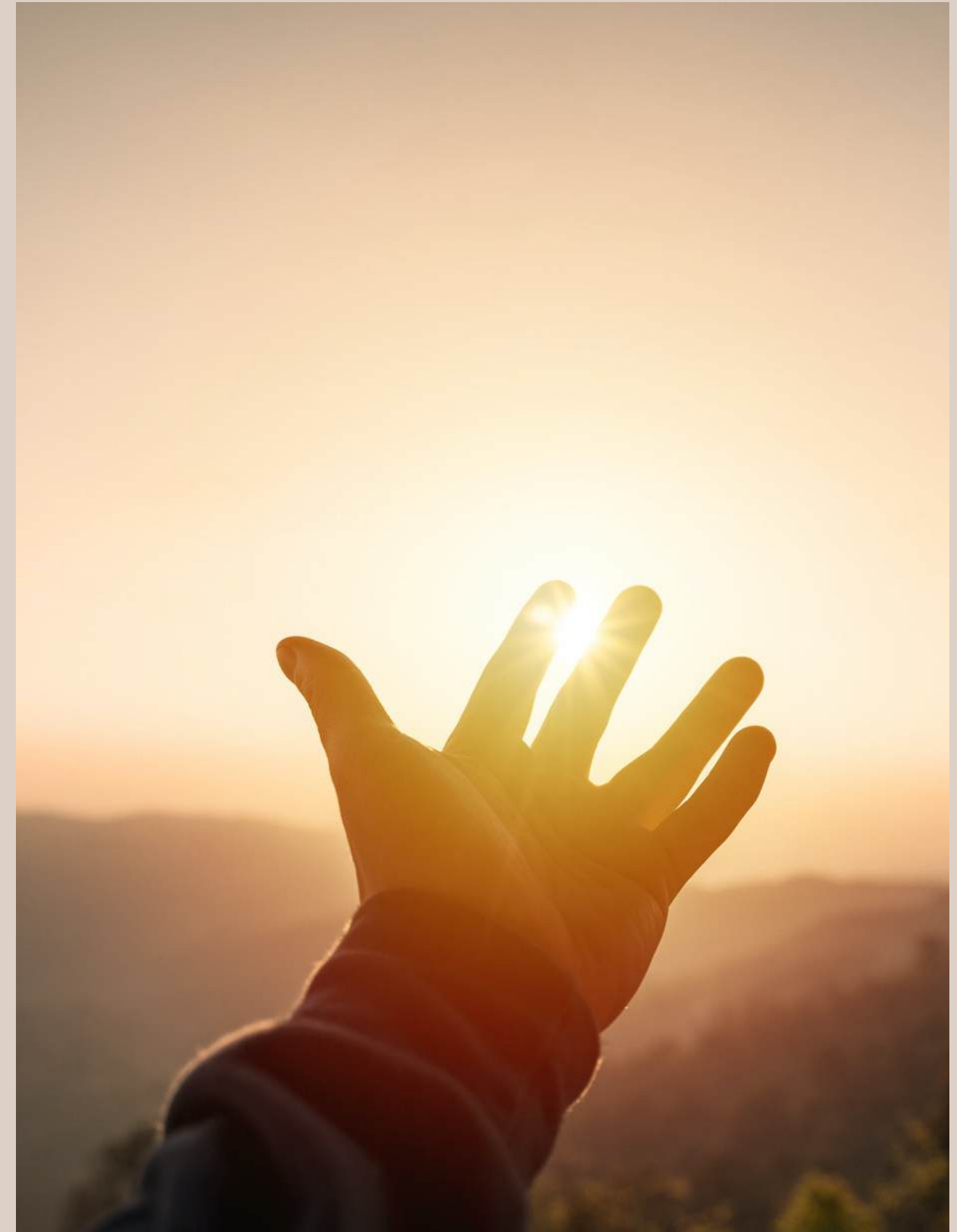
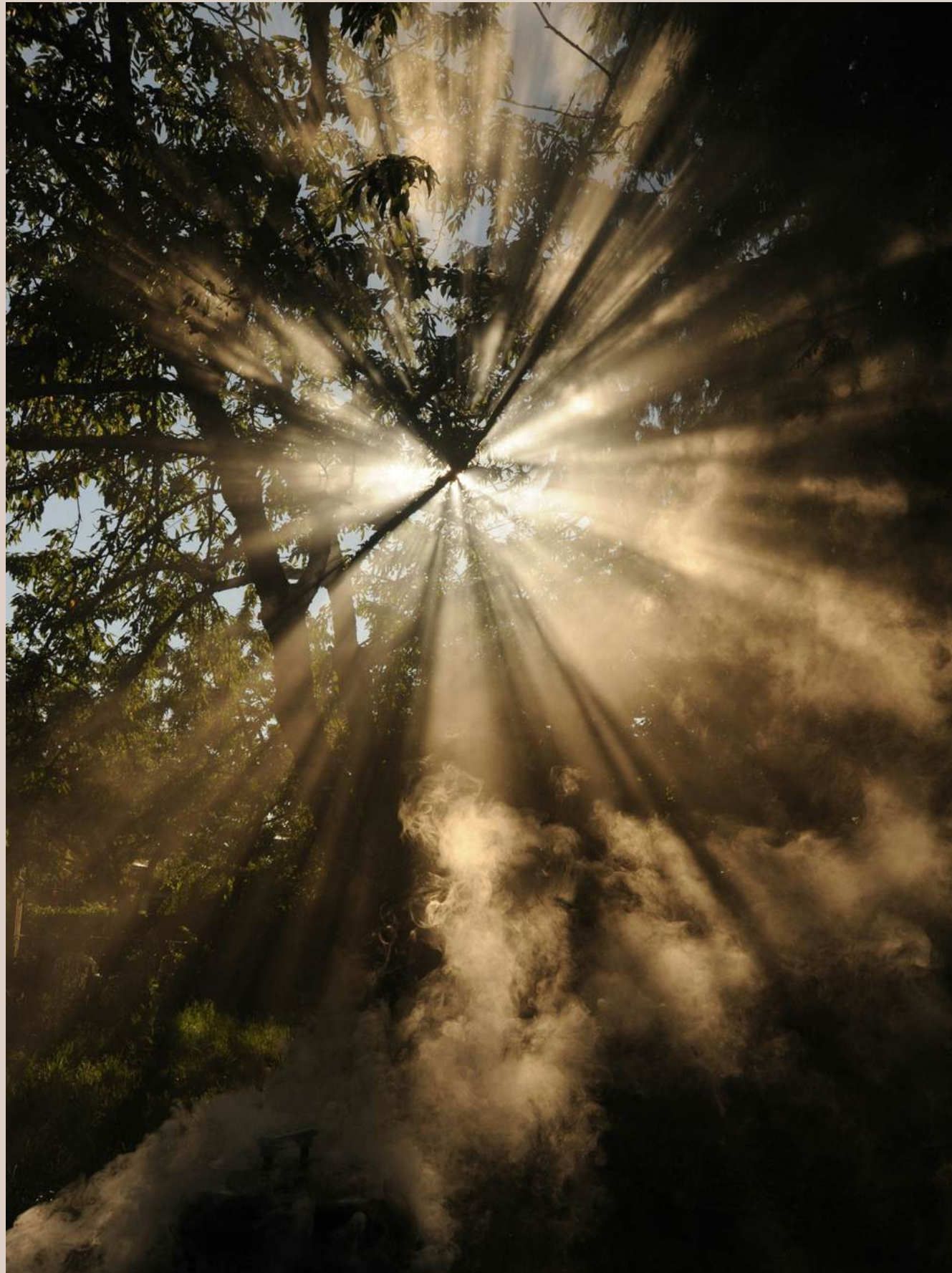
The film begins with serene nature visuals—early morning cinematic shots of soft diffused light, shadows moving, lush greens, water ripples and open skies, leading beautifully to close-ups of light rays sifting through foliage—evoking a sense of tranquillity and space.



MOOD SHOT REFERENCES



MOOD SHOT REFERENCES



DLF HOMES: OPENING

The film seamlessly transitions to an early morning drone shot of the DLF Golf club water body, where camera glides over it to show the city skyline. The contemporary architecture integrates harmoniously with the natural surroundings. Moving inward, the visuals unveil refined interior spaces, featuring expansive layouts, high-quality finishes, and warm lighting, creating an atmosphere of comfort.



VO 1:

A home is where joy and dreams are born
where the warmth rejuvenates you everyday
where your deepest desires meet the endless
possibilities
And where at every corner, life's boundless
mystery is waiting to unfold



VO-1 MOOD SHOT REFERENCES



VO-1 MOOD SHOT REFERENCES



THE LEGACY

Archives of DLF and Delhi, Gurugram in it's nascent stage transitioning into the present day Gurugram. Initial infrastructures created by DLF which laid the foundation of this new age awe inspiring metropolitan city, which Gurugram is today.



VO 2:

As India strides into the future, DLF leads with
unwavering principles and determination.
Trust and credibility, woven into a legacy spanning
78 years.
Today, our name is etched on the skylines of many
landmark cities.
We are DLF.

VO-2 REFERENCES



PAN-INDIA PRESENCE

The sequence begins with a dynamic visualization of various techniques to show DLF's Pan-India Presence showcasing their footprint across key cities in India through quick glimpse of their various projects.



VO 3:

Our vision embraces every part of the country
A city's unique aspirations resonate in our
every thought,
With contemporary design and a proven track
record of delivering on every promise,
We form the foundation of an everlasting
partnership across India

VO-3 DLF HOMES PROJECT REFERENCES



New Town Heights, Kochi



Grove, Gurugram



One Midtown, Delhi



The Valley, Panchkula

VO-3 DLF HOMES PROJECT REFERENCES



Camelias, Gurugram



Crest, Gurugram



Aralias, Gurugram

VO-3 DLF HOMES PROJECT REFERENCES



Skycourt, Gurugram



Ultima, Gurugram

AN ECOSYSTEM

DLF properties across various cities, showing diverse types of projects— from luxury homes to clubhouses and recreational spaces. Community spaces, come into focus with schools, walk-in shopping experiences and easy access to office spaces illustrating DLF as a hub for movers and shakers.

Security personnel and warm hospitality in public spaces ensure peace of mind.



VO 4:

When you enter your DLF home,
you step into a world of enriching
experiences that evolve with time
You blend into a vibrant community,
that becomes the hallmark of a nurturing
social environment

VO 4 continues:

As timeless opulence surrounds you,
you are reassured of our deep commitment
to understand your needs
And turn your living experience
into a contemporary modern sanctuary...



VO-4 REFERENCES



ENRICHING EXPERIENCES

VO-4 REFERENCES



ENRICHING EXPERIENCES

VO-4 REFERENCES



RECREATIONAL CENTRE





Cyber Hub, Shopping Experiences



One Horizon, Office Spaces



DLF Avenue, Shopping Experiences



Nearby Schools

LIFESTYLE AND COMFORTABLE WORKSPACES

VO-4 REFERENCES



SECURITY & FIRE SERVICES

DLF – THE COMPANY WITH A DIFFERENCE

The film continues with vibrant visuals of DLF homes and thriving communities seamlessly blend with heartwarming moments of togetherness. It transitions to a dazzling nighttime spectacle of a stunningly illuminated property – leaving a lasting impression to DLF's timeless elegance and sophistication.



VO 5:

We build exceptional living for this generation
and the next

we deliver the keys of not just a home, but an
inheritance

We help you celebrate life, not just live it

We are ...DLF

VO-5 REFERENCES



VO-5 REFERENCES



VO-5 REFERENCES



CONCLUSION

The film evokes a sense of awe, legacy, and timeless beauty. A seamless narrative that flows between nature's elegance and DLF's architectural brilliance. DLF shapes more than just skylines, it enhances the way people live, connect, and grow, creating enduring communities built to last.



THANK YOU