



Gulmohar Heights

360° MARKETING PLAN

Executive Summary

Monthly Budget-Driven Omnichannel Marketing Plan

Monthly Investment	₹ 29.55 Lakhs
Revenue Target	₹15Cr → ₹30Cr
Units Target	15 → 30/Month
Optimum ROI	~101x
Marketing Load	~1%
Ramp-Up	+10% MoM

▣ Strategic Approach

- › Counter-intuitive "Anti-Marketing" launch with invite-only previews
- › 4-phase campaign: Whisper, Reveal, Momentum, Close
- › Luxury Standard framework derived from Kennedy and Kapferer

▣ Channel Mix

- › **Digital:** Meta Ads, Google Ads, Property Portals
- › **Offline:** Hoardings, Newspaper, Radio
- › **AI-Driven:** Voice Calls, WhatsApp Automation, Email Nurture

◎ Lead Generation Targets

- › 2,400+ leads projected monthly
- › Meta CPL: ₹250-300 | Google CPL: ₹1,000-1,500
- › M1: 15 units | M2: 23 units | M3+: 30 units (1.25% conversion)

Project Overview

Gulmohar Heights by Chordia Group

Property Details

Developer	Chordia Group
Location	Vaishali Nagar
Type	Ultra-Luxury
Config	3, 4, 5 BHK
Size Range	2,200 - 4,500 sq.ft.
Price Range	₹ 1 Cr - 2.5 Cr
Total Units	~150 Units

Premium Amenities

- Infinity Pool & Clubhouse
- State-of-the-art Gym
- Landscaped Gardens
- Children's Play Area
- Jogging Track
- 24/7 Security
- Concierge Services
- Smart Home Features

Location Advantages

Top Schools	5 mins
World Trade Park	10 mins
Hospitals	10 mins
Railway Station	15 mins
Airport	20 mins

Developer Legacy

Experience	30+ Years
Projects Delivered	50+
Happy Families	10,000+

Target Audience

High-Net-Worth Individuals | Jaipur & Beyond

Segment	Profile	Key Motivations
Business Owners	Marwari business families, textile/jewellery/trading	<i>Legacy homes, joint family living</i>
Senior Professionals	Doctors, lawyers, CAs, MNC executives	<i>Upgrade from current residence</i>
NRIs & Investors	Jaipur-origin in Gulf/US/UK	<i>Hometown investment, retirement home</i>
Existing Buyers	Previous Chordia Group property owners	<i>High trust, upgrade/second home</i>
Jewellers & Traders	Johari Bazaar, Chandpole established families	<i>Status, community standing</i>
Aspirational Affluent	Young entrepreneurs, tech professionals	<i>First luxury home, lifestyle upgrade</i>



MIN. INCOME
₹ 50 Lakh+



AGE RANGE
35-55 Years



GEOGRAPHY
Jaipur + NRI



LIFESTYLE
Family-Oriented

Strategic Framework

Counter-Intuitive Insights from the Luxury Standard

01

The Anti-Marketing Launch

Instead of a conventional open-to-all launch, we use an application-only process. Making it difficult to buy cultivates exclusivity.

- Invite-only previews for HNIs
- Assessment form to evaluate lifestyle and values
- Selective acceptance creates curated community perception

02

Price as a Feature

Price is framed as a component of a "Grand Slam Offer" - secondary to unique value proposition and lifestyle benefits.

- "Founder's Circle" package with buy-back option
- Bespoke interior consultations
- Exclusive club access transforms purchase into lifestyle investment

03

The Whisper Campaign

Creating aspirational buzz among those who cannot afford it. The desire of the masses fuels the desire of the elite.

- Social media narrative of pinnacle luxury living
- Make property a topic of conversation citywide
- PR seeding to create "Unobtainable" allure

"Luxury is not about selling to everyone. It's about being desired by everyone."

Marketing Phases

18-Month Campaign Roadmap

The Whisper O1

MONTHS 1-3

Create anticipation and exclusivity through teaser campaigns and invite-only previews.

- Teaser ads on social media
- Postcards to existing buyers
- Invite-only site visits
- PR and media seeding

The Reveal O2

MONTHS 4-6

Grand launch event and full-scale marketing activation across all channels.

- Grand launch event
- Hoarding activation
- Newspaper ads (Bhaskar + Patrika)
- Digital campaign launch

The Momentum O3

MONTHS 7-12

Sustained marketing with events, partnerships, and continuous lead generation.

- Jeweller and doctor events
- Luxury co-branding partnerships
- Referral program activation
- Retargeting campaigns

The Close O4

MONTHS 13-18

Final push with urgency messaging and closing incentives for remaining inventory.

- Scarcity messaging
- Last few units campaign
- Closing incentives
- Referral bonus boost

Monthly Budget Overview

Base Monthly: ₹24.63L | With Contingency: ₹29.55L

Target: ₹15Cr → ₹30Cr (Progressive)

Channel	Monthly	%	Notes
Meta Ads (FB + IG)	₹6,00,000	20.3%	CPL ₹250-300 / In-house
Radio Jingles	₹4,50,000	15.2%	My FM + Big FM / Vendor
Hoardings (22 Loc)	₹4,00,000	13.5%	Monthly rental / Vendor
Newspaper (4 Ads)	₹4,00,000	13.5%	DB + Patrika / Vendor
Google Ads	₹2,50,000	8.5%	CPL ₹1000-1500 / In-house
PR (ET Realty)	₹2,50,000	8.5%	Advertisorials / Vendor
MagicBricks	₹30,000	1.0%	₹90K/3-mo*
99 Acres	₹30,000	1.0%	₹90K/3-mo*
AI & Tools	₹52,500	1.8%	WA+Email+DB / In-house
Contingency (20%)	₹4,92,500	16.7%	Buffer
Total Monthly	₹29,55,000	100%	

In-House Execution: Digital ads, AI automation & tools managed by Marketing Manager. Only offline media (Newspaper, Hoardings, Radio, PR) requires external vendors.

Property Portal Packages (Quarterly)

MagicBricks: ₹90K for 3 months (₹30K/mo amortized)

99 Acres: ₹90K for 3 months (₹30K/mo amortized)

*Upfront payment in Month 1, 4, 7... (Quarterly cycle)

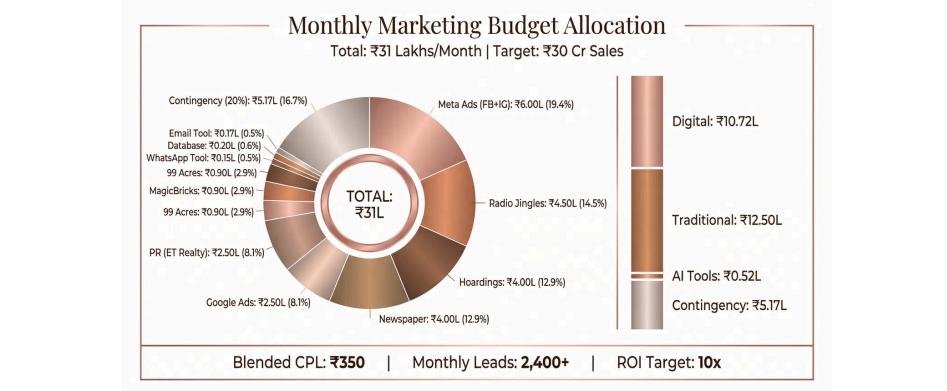
M1 Cash Outflow: ₹29.55L + ₹1.2L (portals) = ₹30.75L

Progressive Revenue Ramp-Up

M1: ₹15Cr (15 units) | **M2:** ₹22.5Cr (23 units)

M3+: ₹30Cr (30 units) | +10% MoM from M4

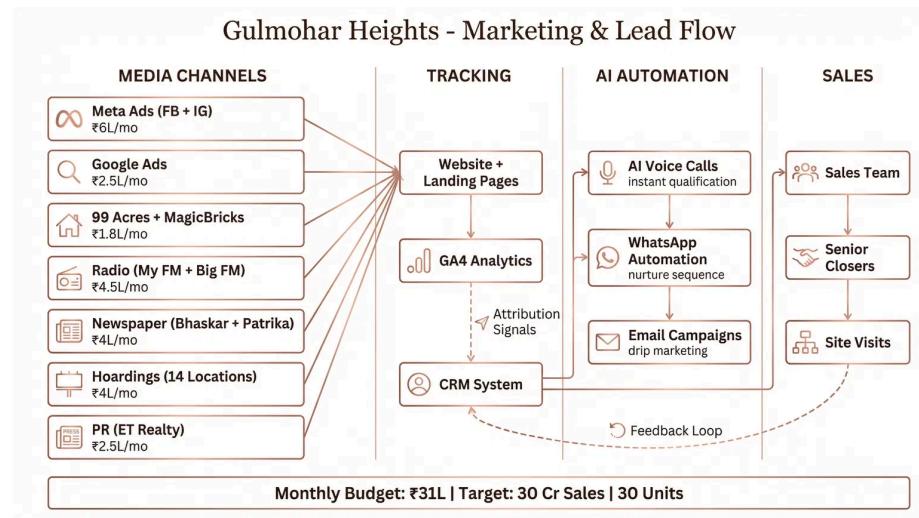
Optimum ROI: ~101x at full capacity



Marketing & Lead Flow

OMNICHANNEL ATTRIBUTION SYSTEM

Media Channels → Tracking → AI Automation → Sales



Key Integration Points

- Centralized Capture
Website & Landing Pages capture all traffic sources

- Attribution Signals
GA4 tracks source quality to optimize ad spend

- AI Triggers
CRM instantly triggers voice & WhatsApp workflows

- Feedback Loop
Sales data informs marketing optimization

Digital Marketing Strategy

Investment: ₹ 10.72 Lakhs/Month



Meta Ads

₹ 6,00,000

Target CPL ₹ 250 - 300

Est. Leads 2,180+

Focus Volume & HNIs

Formats Forms, Reels



Google Ads

₹ 2,50,000

Target CPL ₹ 1,000 - 1,500

Est. Leads 200+

Focus High Intent

Formats Search, PMax



Property Portals

₹ 1,80,000

Target CPL ₹ 5,000

Est. Leads 36+

Focus Active Seekers

Platforms 99Acres, MB

Total Digital Performance

₹ 10.72 Lakhs
MONTHLY BUDGET

2,400+
MONTHLY LEADS

₹ 350
BLENDED CPL

Meta Ads Strategy

Facebook & Instagram | ₹ 6 Lakhs/Month

Monthly Budget	₹ 6,00,000
Target CPL	₹ 250 - 300
Est. Monthly Leads	2,180+
Platforms	FB + IG

Campaign Types

- Lead Generation:** Instant Forms with pre-filled data for frictionless capture
- Brand Awareness:** Reels and video ads showcasing luxury lifestyle

Targeting Strategy

- Interest-Based:** Luxury cars, premium brands, golf, travel
- Lookalikes:** Based on existing Chordia buyers
- Custom Audiences:** Database uploads, website visitors

Ad Formats

- Carousel:** Property walkthrough, amenities showcase
- Video (Reels):** Lifestyle aspirational content
- Lead Forms:** Pre-qualified questions to filter intent

Optimization Strategy

- A/B Testing:** Continuous creative and audience testing to reduce CPL
- Lead Scoring:** CRM integration to feed back quality signals for algorithm optimization

Google Ads Strategy

Search & Performance Max | ₹ 2.5 Lakhs/Month

Monthly Budget	₹ 2,50,000
Target CPL	₹ 1,000 - 1,500
Est. Monthly Leads	200+
Campaign Types	Search + PMax

Campaign Structure

- Search Campaigns:** High-intent keywords for active property seekers
- Performance Max:** AI-driven discovery across Google properties
- Remarketing:** Re-engage website visitors and form abandoners

Keyword Strategy

- Branded:** "Chordia Group", "Gulmohar Heights Jaipur"
- Location:** "Luxury flats Vaishali Nagar", "4 BHK Jaipur"
- Intent:** "Premium apartments near me", "Best builder Jaipur"

Landing Pages

- Dedicated LPs:** Campaign-specific pages with clear CTAs
- Mobile-First:** Optimized for 70%+ mobile traffic
- Fast Load:** Sub-3 second load time for Quality Score

Optimization Focus

- Bid Strategy:** Target CPA bidding with offline conversion import from CRM
- Quality Score:** Continuous ad copy and landing page optimization
- Negative Keywords:** Aggressive filtering to eliminate low-intent traffic

Property Portals Strategy

99 Acres & MagicBricks | ₹ 60,000/Month (3-Month Packages)

99 Acres

₹ 30,000/mo

Listing Features

- Premium project listing with enhanced visibility
- Featured placement in Jaipur luxury segment
- High-resolution gallery and virtual tour integration

Lead Quality

- Active property seekers with defined budget
- Direct contact with verified phone numbers
- Higher intent than social media leads

MagicBricks

₹ 30,000/mo

Listing Features

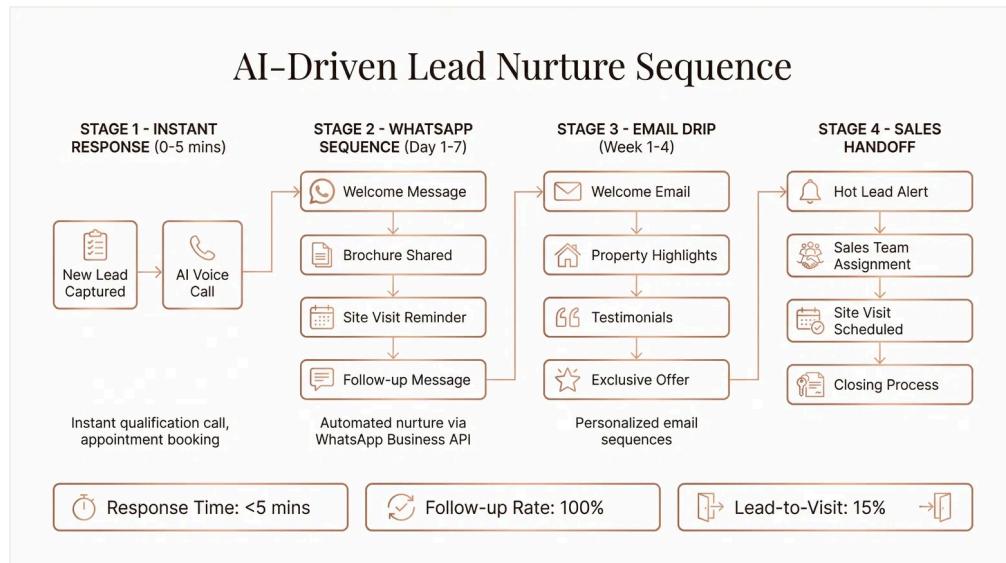
- Premium project listing with top search ranking
- Featured in "New Projects" and "Luxury" categories
- Builder profile with trust badges and reviews

Lead Quality

- Serious buyers comparing multiple options
- Detailed lead forms with budget and timeline
- Integration with CRM for instant follow-up

AI-Driven Marketing

Automated Lead Response & Nurturing | ₹ 52,500/Month



📞 Automated Voice Calls

Included in CRM

- Instant callback within 60 seconds of lead capture
- IVR-based qualification and appointment scheduling
- Call recording and sentiment analysis for sales training

💬 WhatsApp Automation

₹ 15,000/mo

- Instant welcome message with brochure and video
- 7-day drip sequence with property highlights
- Broadcast for events, offers, and construction updates

✉️ Email Marketing

₹ 17,500/mo

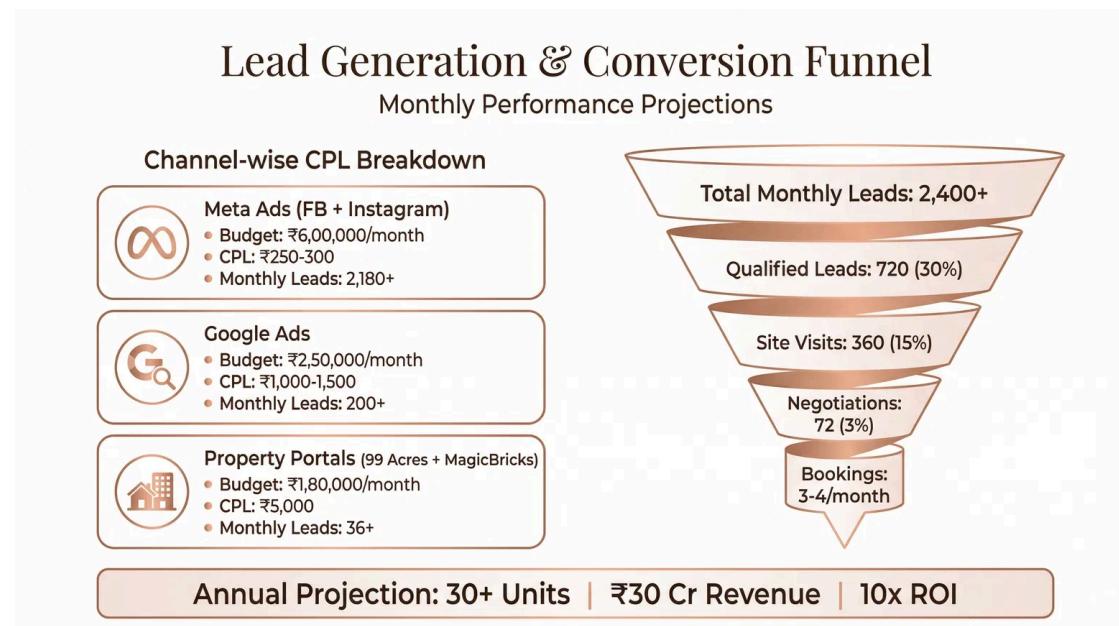
- Automated nurture sequences for cold leads
- Monthly newsletters with project updates
- Event invitations and exclusive offer announcements

Database Purchase

₹ 20,000/mo

Lead Generation Funnel

From Lead to Booking | Monthly Projections



Leads Generated

All channels combined

2,400+

100%

Qualified Leads

Budget & timeline verified

480

20% qualification

Site Visits

Physical property tours

144

30% of qualified

Negotiations

Active deal discussions

72

50% of visits

Bookings

Confirmed sales

30

42% close rate

1.25%

₹1.03L

₹30 Cr

OVERALL CONVERSION COST PER BOOKING MONTHLY REVENUE

Hoardings Strategy

22 Strategic Locations | ₹ 4 Lakhs/Month

Monthly Budget	₹ 4,00,000
Total Locations	22
Avg. Cost/Location	₹ 18,200
Est. Daily Impressions	50,000+

Placement Strategy

- High-traffic corridors and arterial roads
- Premium residential areas (C-Scheme, Malviya Nagar)
- Near competitor projects for conquest positioning
- Airport road and key entry points to city

Key Locations

- › Vaishali Nagar Main Road
- › Tonk Road
- › C-Scheme Circle
- › Mansarovar
- › Sitapura Industrial
- › Sikar Road
- › Raja Park
- › JLN Marg
- › Ajmer Road
- › Malviya Nagar
- › Jagatpura
- › Airport Road
- › Durgapura
- › Sodala

Creative Guidelines

- Aspirational lifestyle imagery with property renders
- Clear call-to-action with QR code for instant inquiry
- Consistent branding with Chordia's visual identity
- Consistent branding with clear call-to-action

Newspaper Advertising

Dainik Bhaskar & Patrika | ₹ 4 Lakhs/Month

Dainik Bhaskar

₹ 2,00,000/mo

Ad Frequency

- 2 premium ads per month
- Half-page or full-page spreads
- Property supplement placement

Reach & Impact

- Rajasthan's #1 Hindi daily
- 5L+ daily readership in Jaipur
- High credibility among HNI audience

Rajasthan Patrika

₹ 2,00,000/mo

Ad Frequency

- 2 premium ads per month
- Half-page or full-page spreads
- Weekend property section focus

Reach & Impact

- Trusted regional newspaper brand
- Strong readership in Tier-1 cities
- Affluent family audience segment

Radio Jingles Strategy

My FM & Big FM | ₹ 4.5 Lakhs/Month

My FM 94.3

₹ 2,25,000/mo

Airtime Strategy

- Prime time slots: 7-10 AM, 5-8 PM
- 30-second jingles with brand recall
- RJ mentions during popular shows

Reach & Impact

- Jaipur's #1 FM station
- Strong commuter audience
- High frequency for brand recall

Big FM 92.7

₹ 2,25,000/mo

Airtime Strategy

- Prime time slots: 7-10 AM, 5-8 PM
- 30-second jingles with brand recall
- Contest integrations and giveaways

Reach & Impact

- National network with local focus
- Diverse audience demographics
- Celebrity RJ engagement

PR & Brand Awareness

ET Realty & Media Coverage | ₹ 2.5 Lakhs/Month

Monthly Budget	₹ 2,50,000
Primary Platform	ET Realty
Content Type	Advertorials
Frequency	2-3/Month

ET Realty Benefits

- Premium real estate publication
- HNI and investor readership
- National credibility and reach
- Digital + print distribution

PR Objectives

- Build brand credibility
- Establish thought leadership
- Generate earned media
- Support sales conversations

Content Strategy

- Project feature stories
- Builder profile pieces
- Market insight articles
- Customer testimonials

Expected Outcomes

- **Brand Trust:** Third-party validation from respected publication
- **SEO Benefit:** High-authority backlinks to project website
- **Sales Support:** Shareable content for sales team follow-ups

Offline Media Summary

Brand Awareness & Trust Building | ₹ 15 Lakhs/Month

Channel	Monthly Budget	Frequency	Reach/Impact	Primary Objective
Hoardings	₹ 4,00,000	22 locations	50,000+ daily impressions	Visual presence & recall
Newspaper	₹ 4,00,000	4 ads/month	10L+ combined readership	Credibility & trust
Radio Jingles	₹ 4,50,000	100+ spots/month	5L+ daily listeners	Brand recall & frequency
PR (ET Realty)	₹ 2,50,000	2-3 articles/month	HNI & investor audience	Thought leadership
Total Offline	₹ 15,00,000	—	48% of budget	Brand Building

Strategic Objectives



VISIBILITY



TRUST



RECALL



PRESTIGE



AWARENESS

Contingency Fund

20% Buffer for Strategic Flexibility | ₹ 5.16 Lakhs/Month

Base Budget	₹ 25,82,500
Contingency %	20%
Contingency Amount	₹ 5,16,500
Total Monthly Budget	₹ 30,99,000

Allocation Flexibility



Usage Scenarios

- Campaign Optimization:** Scale high-performing ads when CPL drops below target
- Seasonal Opportunities:** Diwali, Akshaya Tritiya, and festive season pushes
- Competitor Response:** Counter competitor launches with tactical campaigns
- Event Marketing:** Sponsor or participate in property expos

Approval Process

- Under ₹1L:** Marketing head discretion
- ₹1L - ₹3L:** Director approval required
- Above ₹3L:** MD sign-off with ROI justification

ROI Projection

Progressive Revenue Model | 6-Month Outlook (In-House Execution)

Month	Revenue	Units	Investment	Cash Outflow	ROI
Month 1 (Q1 Portal)	₹15 Cr	15	₹29.55 L	₹30.75 L*	49x
Month 2	₹22.5 Cr	23	₹29.55 L	₹29.55 L	76x
Month 3	₹30 Cr	30	₹29.55 L	₹29.55 L	101x
Month 4 +10% (Q2)	₹33 Cr	33	₹29.55 L	₹30.75 L*	107x
Month 5 +10%	₹36.3 Cr	36	₹29.55 L	₹29.55 L	123x
Month 6 +10%	₹39.9 Cr	40	₹29.55 L	₹29.55 L	135x
6-Month Total	₹176.7 Cr	177	₹1.77 Cr	₹1.80 Cr	98x

 **In-House Execution:** Digital marketing managed by Marketing Manager. Only offline media requires external vendors.

 **Quarterly Portal Payments:**
MagicBricks + 99 Acres = ₹1.8L every 3 months
**Cash outflow includes ₹1.2L extra in M1 & M4*

6-Month Summary

Total Revenue	₹176.7 Cr
Total Cash Outflow	₹1.80 Cr
Marketing Load	~1.02%
Effective ROI	~98x

Key Assumptions:

- Avg. unit price: ₹1 Cr
- Portal packages: ₹90K/3-mo each
- M1-M2: Ramp-up phase
- M3+: Full capacity, +10% MoM

Implementation Timeline

6-Month Rollout Plan

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
₹15 Cr	₹22.5 Cr	₹30 Cr	₹33 Cr	₹36.3 Cr	₹39.9 Cr
LAUNCH	OPTIMIZE	SCALE	+10%	+10%	+10%
<ul style="list-style-type: none">CRM & tracking setupCreative developmentCampaign launchHoarding installationRadio jingle production	<ul style="list-style-type: none">A/B testing campaignsCPL optimizationLead quality analysisAI automation setupSales team alignment	<ul style="list-style-type: none">Full capacity opsAll channels liveAI nurturing activePR campaign launchPerformance review	<ul style="list-style-type: none">Budget scalingNew audience testingRetargeting focusEvent marketingReferral program	<ul style="list-style-type: none">Lookalike expansionVideo content pushInfluencer collabDatabase expansionConversion focus	<ul style="list-style-type: none">Full optimizationROI analysisStrategy refinementNext phase planningSuccess documentation

6-Month Projection	₹176.7 Cr TOTAL REVENUE	177 Units TOTAL SALES	₹1.86 Cr TOTAL INVESTMENT	~95x ROI RETURN
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Key Performance Indicators

Monthly Tracking Metrics



2,400+

LEAD VOLUME

Total monthly leads from all channels



₹250-300

META CPL

Cost per lead from FB & Instagram



₹1,000-1,500

GOOGLE CPL

Cost per lead from Search & PMax



20%

QUALIFICATION RATE

Leads meeting budget & timeline criteria



30%

SITE VISIT RATE

Qualified leads visiting property



42%

CLOSE RATE

Negotiations converted to bookings



₹30 Cr

MONTHLY REVENUE

Optimum monthly target (30 units)



~97X

MARKETING ROI

Return on marketing investment

Team Structure

Execution Team & Responsibilities

Marketing Head IN-HOUSE

- Overall strategy & direction
- Budget allocation & control
- Agency coordination
- Leadership reporting

Digital Marketing Mgr IN-HOUSE / AGENCY

- Paid ads management
- Campaign optimization
- Analytics & reporting
- A/B testing

Content Creator IN-HOUSE / FREELANCE

- Ad creatives & copy
- Video production
- Social media content
- Brochure design

Sales Team Lead IN-HOUSE

- Lead follow-up & qualification
- Site visit coordination
- Negotiation & closing
- CRM data quality

CRM Manager IN-HOUSE

- Lead management system
- AI automation setup
- Data hygiene & reporting
- Integration management

Agency Partners EXTERNAL

- Media buying (offline)
- PR & communications
- Video & jingle production
- Event management

Risks & Mitigation

Proactive Risk Management

Risk Factor	Impact	Probability	Mitigation Strategy
Market Slowdown	High	Medium	Diversify channels to reduce dependency. Focus on quality leads over volume. Leverage contingency fund for tactical campaigns.
High CPL	Medium	Medium	Continuous A/B testing and audience refinement. Shift budget to better-performing channels. Improve landing page conversion.
Low Conversion	High	Low	Sales team training and lead scoring. AI nurturing to warm leads before handoff. Weekly sales-marketing alignment calls.
Competition	Medium	High	Brand differentiation through PR and content. Conquest campaigns near competitor projects. Unique value proposition messaging.
Budget Overrun	Medium	Low	Weekly budget monitoring with alerts. 20% contingency fund as buffer. Strict approval process for overspend.

Risk Review Frequency: Monthly risk assessment with quarterly deep-dive

Contingency Fund: ₹5.16L/month available for rapid response

Next Steps

Immediate Action Items

1 Budget Approval

WEEK 1

Finalize and approve ₹31L monthly budget allocation with leadership sign-off.

2 Agency Onboarding

WEEK 1-2

Finalize digital agency, media buying partners, and PR agency contracts.

3 CRM & Tracking Setup

WEEK 2

Configure CRM, GA4 tracking, and AI automation workflows for lead management.

4 Creative Development

WEEK 2-3

Develop ad creatives, landing pages, hoarding designs, and radio jingle scripts.

5 Campaign Launch

WEEK 3

Go live with Meta ads, Google ads, and property portal listings simultaneously.

6 Offline Media Activation

WEEK 3-4

Install hoardings, launch radio jingles, and publish first newspaper ads.

Ready to Get Started?

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Thank You

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