XID Creation/Modification – FAQs – Sales Support Team

Project Page/XID Creation

1. What are the mandatory items required for creating a RERA registered project page/XID?

Project Name, **Builder Name**, **RERA number**, **Property Type**, and **Option Sizes** (with configuration and salable area) are mandatory.

Additional details required –

- Brochure or Project website and Images
- Price List, Payment Plan
- Fact Table - Tower count, unit count, Floor count, Total area
- Possession Date/Status (Example: New Launch, Under Construction)

2. What is needed to create a project page/XID if it is not RERA registered?

A **consent form** signed or stamped by the builder, which must include: Project name, project location, possession date/status, Reason for not being RERA registered, builder name, and builder contact details.

Additional details required –

- Brochure or Project website and Images
- Price List, Payment Plan
- Fact Table - Tower count, unit count, Floor count, Total area
- Possession Date/Status (Example: New Launch, Under Construction)

Options (Sizes, Types, Floor Plans)

1. What are the valid documents to add option sizes on XID?

Any one of the following documents can be considered valid for option creation/addition/modification of existing options:

- Builder website
- Brochure

- Builder price list
- RERA website
- Builder mail or letterhead
- Floor plans with sizes mentioned on floor plans

Note: **Saleable area/Configuration/Option Sizes** should be mentioned in all the above documents.

Sources that are not considered:

- Competition websites
- Advertisement websites/Channel partner website
- Whatsapp communication

2. Can we advertise Penthouse/Duplex/Villament/Farmhouse/Rowhouse on XID page?

No, Penthouse/Villament/Farmhouse/Rowhouse cannot be advertised on Project/XID page. However, these options can be advertised under already available property types as follows:

- **Penthouse/Duplex** as **Apartment**
- **Villament** as **Villa**
- **Farmhouse** as **Villas**
- **Rowhouse** as **Villas**

3. What are the mandatory details to mention along with valid source document for option creation?

 Along with a valid source document, **property type**, **configuration** (e.g., 1/2/3 BHK), and **saleable area** (Super/Built-up/Carpet) are mandatory to mention.

4. Can we advertise 1.5 BHK on XID page?

There is no separate category for such configurations. However, these can be advertised as follows:

- **1.5 BHK** as **1 BHK** + **study** in 1 BHK configuration.
- **2.5 BHK** as **2 BHK** + **study** in 2 BHK configuration.
- **3.5 BHK** as **3 BHK** + **study** in 3 BHK configuration.
- **4.5 BHK** as **4 BHK** + **study** in 4 BHK configuration.

5. Can we add option sizes without floor plans?

Floor plans are preferable. However, if no floor plan is available, option sizes can be updated (with a valid source document) on the backend without a floor plan. These options will show on the frontend only after slot activation.

6. Can we update floor plans on land options?

There is no provision to show floor plans on land options. However, if a master plan is available on the XID page, it will reflect on all options in the floor plan section after slot activation.

7. Can we add floor plans on commercial projects?

There is no provision to show floor plans on commercial projects. However, typical layout images can be uploaded to the photo gallery.

8. Can we advertise options in Super Area or Built-Up area in all cities?

Following Saleable Areas are acceptable in the given cities:

- **Super Area** can only be advertised in Jaipur, Kolkata, Hyderabad, Secunderabad, and Vishakhapatnam.
- **Built-up area** can only be advertised in Nashik.
- The **rest of Indian cities** can advertise only on **Carpet area**.
- Cities not listed above will require approval from the Regional Head to advertise in Super or Built-up Area.

9. Are there specific saleable area requirements based on property type?

Yes, different property types have specific saleable area requirements:

- **Apartment/Builder floor/Commercial/Studio** can only be advertised in Super Area, Built-Up Area, or Carpet area.
- **Villa** can only be advertised in Built-up area.
- **Land/Commercial plot/SCO** can only be advertised in Plot area.

10. Why are the option sizes not reflecting in the seller's portal for slot activation?
Following are the reasons for sizes not reflecting in the seller portal for slot activation:

- No option sizes available in the backend.
- Options are available in the backend, but saleable area is mismatched.
- Unmapped towers.

Share all such requests to the **XID team** (for option creation, share valid source documents).

Images

1. Can we add images with text information like pricing or any other text on residential XID/project pages?

We do not add images with price information or leaflet images in the Image Section for Residential projects. However, it is acceptable for Commercial XID/Project Pages.

2. Can we change Predefined Image Titles or Image Naming?

There is no provision to change the naming of images as they are System Defined and cannot be Modified.

3. Can we mark amenity images as cover images?

Outdoor images such as Elevation, Aerial view, Entrance, Site view, and Villa images are preferable for the cover image. Amenity images can be marked as a cover image if outdoor images are not present on the XID page.

4. Can we change the sequencing of image folders?

The image folder sequence is system defined and cannot be changed.

5. What are the requirements for images to be added on an XID page?

Only **JPG images under 5 MB** are allowed; images must be relevant to the project and high quality are preferable. Blurry, images with human figures, and religious images are not allowed.

6. How can images be submitted for an XID page?

Images should be shared via **email to the XID team** or through **file-sharing services** if they are large (except WeTransfer as it is blocked).

7. What to do when the cover image is not visible in SRP (Search Result Page), Pseudo listing, or mobile app?

The XID team needs to mark the cover image in the XID backend and refresh the pseudo listing.

8. Can we mark multiple cover images on an XID page?

No, there can only be **one cover image** on the XID page. However, there might be a slideshow display in the pseudo listing if a P2V video is available on the XID page.

9. Can we upload artistic images in a ready to move project?

No, artistic images cannot be uploaded on the XID page if the project is fully ready to move. They can only be uploaded if the project is partially ready to move, such as in a multi-phase project.

Possession Date and Status

1. What are the requirements to change the possession date on a RERA registered project?
One of the below documents is required for possession date change:

- **RERA extension certificate** if the possession date is extended and not reflecting on RERA yet.
- **Builder's official mail or letterhead**.
- **Official builder website** mentioning the new possession date.

2. What are the requirements to change the possession date on consent-based creations?

- **Builder's official mail or letterhead**.
- **New consent form** mentioning the new possession date.
- **Builder website** mentioning the new possession date.

3. What is required to change a project's status from Under Construction to Ready to Move?

An **Occupancy Certificate (OC)** or **Completion Certificate (CC)** is necessary. Otherwise, a builder consent form, ready-to-move images, and regional head approval are required.

4. How can construction status (New Launch to Under Construction) be changed on an XID page?

Provide **images confirming construction has started** to change status from New Launch to Under Construction. If the project launch date has crossed 6 months, the project can be displayed under construction.

XID Videos

1. Can we add .MP4 file on XID page?

No, we cannot add raw .MP4 video on XID page. A video can be uploaded on XID only in the form of a **YouTube video link via the builder's official channel**. If the builder has no official channel, then the raw MP4 file of the video can be uploaded on the XID team's YouTube channel.

2. How many videos can we display on XID page?

A maximum of **3 videos** can be displayed on the XID page.

3. How to remove influencer video from XID page?

Ask the client to share a good quality video to replace it. Else, provide branch head approval for video removal.

4. How to remove/update P2V video from/on XID page?

- P2V videos are generated automatically after 24 hours on the XID page. This video is derived from the images available in the Image Gallery Section. If the issue is with the content on the video, it can be rectified by updating correct images in the Image Gallery.
- If the client doesn't want P2V at all, the reason for removal is required. Removal will be done after approval from the Product team.

Story Creation

1. What conditions must be met to create a New Launch Story on a Project?

Activate an **SAB campaign** or meet specific launch date criteria (after July 16, 2024), and ensure the project is launched within six months of the current date.

Project Name Changes

1. What is needed to change the project name for non-RERA registered projects?

An **official builder email or letterhead** stating the new name is required.

2. For RERA registered projects, what documentation is necessary for a name change?

A **new brochure or builder website** showing the updated name along with the RERA number must be provided. If not, then the builder's official mail or letterhead.

Project Description

1. What types of descriptions can be used on an XID page?

There are two types of descriptions available on the XID page:

- **System generated description**: This is optimized for better SEO ranking and is recommended to keep on XID for better SEO ranking.
- **User Generated description**: If a client requests not to show the system generated description, there is a provision in the backend to show a user-generated description. The

content of this description can be taken from a brochure or website (with some modification to avoid SEO impact).

2. How can we change description type from auto-generated to User-generated?

After informing the client about SEO impact, the description type can be changed to user-generated by sending the request to the **XID team**.

Amenities and Brochures

1. How can amenities be added to an XID page?

Amenities can be updated based on information from the **builder's website, brochures, or sales communications**. Please note, amenity sequencing and description are system generated and cannot be modified.

2. What are the requirements for adding a brochure to an XID page?

The brochure must be in **PDF format, less than 25 MB**, and should contain specific project details rather than just corporate information.

3. Can we change the view of the brochure on XID page (From landscape to portrait or vice versa)?

The brochure orientation that is visible on the frontend depends on the design of the brochure. Orientation cannot be changed.

4. Can we update a single page brochure on XID page?

If the page has relevant details such as project name, builder name, specifications, amenities, master plan, and location plan mentioned, in this case, we can consider the page a brochure.

5. How to add/remove price list and payment plan on XID page?

- Price list and payment plan should have a proper format.
- Price list and payment plan shared via builder/channel partner mail will be accepted.
- In order to remove price list or payment plan, a replacement document is mandatory.

6. Can we show a broker/Channel Partner/Dealer price on XID page?

While broker pricing updates are possible on the XID page with a valid price list, the builder's live pricing on the platform will always be considered.

Troubleshooting and General Queries

1. How to solve the error "This is a new launch Premium project. Please use FP/PG to advertise on this project"?

To solve the error, the New launch tag needs to be turned off.

- For **non-RERA projects**, official builder mail (mentioning project name and launch date) is mandatory.
- For **RERA registered projects**, approval from the product team is required.

2. What should be done if an error occurs while making a project live or unable to activate NP (New Project)?

Check for missing option sizes, mismatched saleable areas, unmapped towers, or possession date discrepancies (i.e., Project mentioned as Under Construction but Past Possession date is mentioned).

3. How can pricing issues be resolved on an XID page?

Share an **updated Price-List with Option sizes** mentioned to correct the prices on the XID page. Builder slot prices will be prioritized, followed by prices entered by the XID team. If neither of them are available, then average prices entered by CP/s will be live.

4. How to remove resale listing prices and options displayed on XID/Project page?

- Minimum one paid slot should be live on XID/project page.
- Delete Resale listings mapped to a given XID/Project Page and Block future Resale listings.

5. What information is required to deactivate a builder/advertiser/dealer/Channel Partner slot from an XID page?

Provide **TID and configuration details**. Approval from the respective account manager is necessary if not handled by the same salesperson.

6. Which products/slots are available for Builder/Dealer/Channel Partner to advertise on XID page?

Following products are available for advertising on XID page:

- NP (New Project) slot
- FP (Featured Project)
- PG (Photo Gallery)
- AdStar
- AdPro

7. What is required to deactivate or delete an XID/project page?

Official builder communication stating the reason for deactivation or deletion is mandatory.

8. What is needed to add a new phase to an existing project page?

A **new RERA number or consent form** along with possession status/date for the new phase is required.

9. How can USPs be added to an XID page?

Up to **seven logical USPs** can be derived from builder reputation, unique offerings, location advantages, awards, and amenities. Examples of appropriate USPs are as follows:

- Magnificent 25,000 sq. ft. clubhouse with a 5000 sq. ft. gym
- International Olympic FIFA football size court
- 30 acres of open space with sports facilities
- Best Theme Project Of The Year - Godrej Woods by ET Realty Awards 2022
- IGBC gold rated project

10. Can we remove "+ other charges" from XID page?

This section cannot be removed/modified. However, in exceptional scenarios, it can be raised with the Feedback Team with valid source documentation provided.

11. Can we add or remove a specific question from the FAQ section?

There is no provision to remove or add questions from the FAQ section. However, as per client request, the complete section can be removed.

12. Can we display the complete address of the project in the locality section?

There is no provision to show the complete project address in the locality section. However, the complete address can be displayed in the auto-generated description in the 'What is project address' section updated after 24 hours.

13. If floor plans are not available, can the XID team design floor plans for options? Or does the XID team have default floor plans in case the client has no floor plans available?
There is no provision to create floor plans from the XID team's end. Floor plans can be acquired from builder brochure/website/RERA/Sales mail only. If there is no floor plan available, options will show without any floor plan on the frontend after slot activation.

14. How to block resale listing from an XID page?

Official builder communication is mandatory. If not available, approval from the Sales head is required.

15. How to unmap or remove a particular resale listing from an XID page?

To remove a particular resale listing from the XID page, raise a request to the **listing screening team**.

16. How to add videos on Ad Star and Ad Pro seller card?

Send videos to **asap.ops@99acres.com** with the consent form.

17. How to schedule a virtual shoot for a client for their Adstar/PG seller card?

Send such requests to **virtualshoot@99acres.com** with client Username, contact number, and preferred time for the shoot (if available).

18. How to add banks on XID page?

Bank details can be obtained from the builder's website, brochure, or sales email. Interest rates in the banks section cannot be removed. The interest rates from different banks are sourced from their official websites. Changes to interest rates can only be made if a valid source document is provided.

19. How to activate PIF on a project?

For PIF activation, two banner images are mandatory: Desktop banner image and mobile site banner image. Share both banner images with the XID team for PIF activation. PIF may take 2-4 hours to reflect on the city page. Image dimension for PIF is **960X540**.

20. How to activate CTA button?

CTA buttons on XID pages appear automatically when the builder slot is live. If it doesn't appear:

- For XIDs with stories:
    - **SAB campaigns**: CTA appears below the USP.
    - **Non-SAB projects**: CTA appears in the "Builder" section.
- The builder slot must be active and the client profile must be set as "Builder" for the CTA to be visible.

21. How to block CP/dealer from advertising on a particular XID page?

Builder mail is mandatory to proceed with this request.

22. How to unblock CP/dealer from advertising on a particular XID page?

If a dealer wants to advertise on these blocked XIDs, **builder approval** is mandatory.

23. How to update RERA QR code on XID page?

As per legal guidelines, it is mandatory to have a QR code for all phases on an XID page. QR code can be obtained from **RERA certificate, brochure/builder website, or from sales mail**.

24. How to add offer text and image on XID/Project Page?

- **Offer Text:**
    - Activated by Sales from Sellers (must be available for activation on Sellers first).
    - To add an offer on Sellers, share the text with the XID team.
    - Maximum **65 characters**, must be quantifiable (e.g., "Get X% off," not "Get special offers"). Clearly state the offer.
    - Validity is set during activation on Sellers, not within the text itself.
- **Offer Image:**
    - **Residential XIDs**: Dedicated section for the image (cannot be uploaded to Image Section).
    - **Commercial XIDs**: In-house designed image used as the XID cover image.

25. How to update Fact table/Project overview on XID page?

Fact table is taken from below sources (in order of importance):

- Builder website/brochure
- RERA
- Sales mail If a project is mixed development, the residential XID will have a fact table of the residential part, and the commercial XID will have a fact table of the commercial part.

26. How to change builder name on XID page?

To change the builder name on the XID page, you'll need to provide valid documents like the **builder's website or brochure** to the XID team. The name displayed in the "Developed by" section comes from the builder's profile, which you can update by contacting the **Operations team**. Note that it may take 24 hours for the change to show up in the Description.

27. How to add project logo on XID page?

A project logo can be acquired from **builder website, brochure, or sales mail** (has to be validated). The project name in the logo should match the name mentioned on the XID/project page. If no project logo is available, the section can be left blank.

28. How to delete advertiser slot from the XID page?

If the request is to remove a particular advertiser, share **TID along with account manager approval**. If the request is to remove multiple advertisers, **builder mail** is mandatory.

29. Which residential properties can we advertise on 99acres XID/Project page?

- Apartment
- Villa
- Land
- Independent Floor
- Service Apartment
- Studio Apartment

30. Which commercial properties can we advertise on 99 acres XID/Project page?

- Shop
- Ready to move Office Space
- Bare shell Office Space
- Showroom
- Ware House
- Co-working office spaces
- Commercial Land/Inst. Land
- Agricultural/Farm Land
- Industrial Lands/Plots
- Food Court
- SCO Plots
- Multiplex
- Restaurant
- Kiosk
- Business Center
- Factory
- Manufacturing
- Cold Storage

31. Why is my project page automatically deactivated?

A consent-based project page deactivates automatically after 15 days if no NP slot is activated (paid activity is initiated). Raise a request to the **XID team** to activate the project page and activate the NP slot to keep the project page active on 99acres.

32. How to show a particular XID/Project page under upcoming/New Launch section in "Projects by builder"?

In order to show a project under the upcoming/New Launch section, the XID/Project page should exist on 99acres, the builder name should be the same, and the project possession status should be New Launch.

33. How to show a particular XID/Project page under Delivered/Complete section in "Projects by builder"?

In order to show a project under the Delivered/Complete section, the XID/Project page should exist on 99acres, the builder name should be the same, and the project possession status should be Ready to move.

34. How to show a particular XID/Project page under Under Construction/Ongoing section in "Projects by builder"?

In order to show a project under the Under Construction/Ongoing section, the XID/Project page should exist on 99acres, the builder name should be the same, and the project possession status should be Under construction.

35. How to remove a particular XID/Project page from Delivered/Ongoing/Upcoming section?

Raise a request to the **XID team**. The builder needs to be unmapped from such projects.

36. Can we create a separate XID for a new phase of an existing XID/Project page?

Due to SEO impact, it is **not recommended** to create a separate XID/project page for a new phase of an existing XID/Project page.

37. What details are necessary for an inactive/backend Project/XID?

Tentative project name, **location**, and **option sizes** with configuration and salable area are required. Inactive/backend XID or Project Page is created only for **CMT/SAB campaigns**.

Questions regarding Locality Taxonomy

1. What is the requirement for adding a new locality to Google Maps?

Clearly defined boundaries visible on Google Maps or supported by official documentation.

2. Can landmarks or buildings be created as new localities?

No, they must have well-defined boundaries.

3. Can an upcoming locality be considered for creation on Google Maps?

Yes, if it is identified on government websites or official documentation.

4. What is the requirement for establishing a parent-child relationship between two localities?

Overlapping boundaries where the parent locality covers at least 55% of the child locality.

5. What entities can be created as a "City" on Google Maps?

Either a city or a district can be created as a City.

6. What is the requirement for creating a new city or district on Google Maps?

Clearly defined boundaries visible on Google Maps or supported by official documentation.

7. Which queries should be sent to the feedback team?

Below queries need to be raised to the **feedback team**:

- Price trend and transaction details related.
- Society review, locality reviews, and Explore locality section related issues.

Questions regarding Builder/Developer

1. What are the sources to identify a builder for a project?

The following sources can be used to validate a builder:

- Builder's official website
- Project brochure
- Sales documentation (which must be verified)
- RERA (Real Estate Regulatory Authority) information (this needs to be cross-checked with the builder's website)

2. Are special characters allowed in the builder's name?

No, special characters are not permitted in the builder's name due to their impact on SEO. Additionally, certain terms such as "Pvt Ltd," "Ltd," etc., are not included in the builder's name.

3. Can the builder's name in the logo and the builder's name on the XID page differ?

No, the builder's name displayed on the XID page must match the name shown in the builder's logo.

4. Can a dealer, real estate agent, promoter, or marketing partner be considered a builder?
No, a dealer, real estate agent, promoter, or marketing partner cannot be considered a builder.

5. What are the sources to update the builder logo on the XID page?

Builder logo can be sourced from:

- Official builder website
- Project brochure
- Sales mail
- In some cases, the project logo can be found on RERA documents.
- In case of the absence of a builder logo, the builder name can be created as a text logo.

6. What are the sources to update "about builder" or "builder description" content?

Below are the sources to update builder description:

- Builder Website
- Brochure
- LinkedIn - Builder account
- Zaubacorp
- Sales (has to be validated)

7. Is there a character limit in the builder description?

There is a **600-character limit** for the builder description. If the available content exceeds this limit, it must be modified to comply with the character restriction.

8. What details can we display in builder description?

- Establishment Year
- About company
- Achievements & Awards
- Core Projects
- Vision/Mission
- Experience in any other industry

Don't include the chairman, CEO, MD, etc.

9. Can we display two or more builders on the XID page in case of Joint Venture (JV)?
Currently, there is no feature available to display multiple builders on the XID page. If the client insists, the XID team can make an exception and create a new builder name by merging both existing builder names after internal discussions. For instance, if the first builder is "ABC Builders" and the second builder is "XYZ Developer," we can create a new combined builder name: "ABC Builders and XYZ Developers".

10. What are the sources to update "Year of Experience" in the about builder section?

The sources are as below:

- Builder website

- Brochure
- LinkedIn - Builder account
- Zaubacorp

11. What are the sources to update Google Lat/long of a project?

Below are the sources for Google Lat/Long of a project:

- Google map
- Field content team/Verification team
- Sales (has to be validated)

12. What are the sources to update the complete project address?

Below are the sources for updating the complete project address:

- RERA
- Builder website
- Brochure
- Field Content team/Verification Team
- Google map (needs to be validated)
- Sales (has to be validated)

Note: The complete project address has a character limit of 100 characters.

AdStar – AdPro Process

1. How can a video shoot be arranged for a client?

A virtual video shoot can be arranged by sharing the client's details (Company Name, Profile ID or Username, and contact information) with the team at **virtualshoot@99acres.com**.

2. Can a client create multiple videos?

Yes, clients are allowed to create multiple **project videos**, but only one **profile video**. For example, if a client has three live projects, a separate video can be created for each project. However, only one profile video is permitted and will be applicable across all projects.

3. Is it possible to schedule a physical shoot for a client?

No, physical shoots have been discontinued. Only virtual shoots are currently available for clients.

4. Can raw video footage be shared with the client after the shoot?

As per company policy, raw video footage cannot be shared with clients. Only the final edited video will be provided in the form of a YouTube link once it has been uploaded to the backend system.

5. What is the difference between a profile video and a project video?

A **profile video** serves as an introduction to the company, highlighting its overall background and offerings. A **project video**, on the other hand, focuses specifically on an individual project and does not cover multiple projects.

6. Can a sales person upload their client's raw video? How can it be done?

Yes, you can upload their raw video directly through the CRM, provided it is accompanied by a signed consent form.

7. What is the required duration for a seller card video?

The video should be at least **10 seconds** long and can be up to a maximum of **20 minutes**.

8. How long does it take for a video to go live after upload?

Once the video is approved during the screening process, it typically goes live within **1–2 minutes**.

9. Whom should we contact for queries related to video uploads?

For any concerns or questions regarding video uploads, please reach out to **asap.ops@99acres.com**.

10. What content is prohibited in an Ad Star video?

The following elements are not allowed in the video:

- Background audio or music tracks (songs are strictly prohibited)
- Mention of multiple projects within a single video
- Disclosure of project pricing
- Reference to or comparison with other builders

11. Can we upload a T2V video in Ad star?

Yes, we can upload a T2V video in Ad star but, we cannot upload the profile or project video in Adpro.

Campaign Management

1. There are multiple DLs for Corpservices. Which one is correct?

The correct distribution list (DL) for raising requests is: **corpservice-99acres@99acres.com**.

2. In which scenarios is approval required for mailers?

- **Trial or Single Shot Mailers**: Approval from the **Regional Head** is mandatory.
- **Repeat Project Mailers** (within 15 days) or **Mailers to Open Database**: Approval from the **Branch Head** is required.

3. I want to execute a mailer activity today or early tomorrow morning. When should I submit the Mailer QC request?

For same-day or early-morning execution, please submit your Mailer QC request **by 4:00 PM**. Last-minute requests are difficult to accommodate.

4. When does the LBXID banner go live on the site after activation?

LBXID banners go live **after midnight on the following day** post activation. For banners with specific go-live dates, please ensure the request is submitted **a day in advance**.

5. The Top Banner or Inline Banner is not visible on the site after activation. Why?

Ensure that the **seller configuration is active** on the project page using the **same Profile ID**. If not, the banner will automatically be paused.

6. Can we use a client's external landing page?

Yes, external landing pages can be used with **prior approval from Sandeep Upadhyay** via email.

7. Why are the QR code, RERA number, RERA website link, and disclaimer important?
As per **RERA guidelines**:

- **RERA number and website link** are mandatory for all projects.
- If there are **multiple RERA numbers**, a disclaimer specifying the applicable details must be added.
- A **QR code** is mandatory for projects in **Maharashtra, Kerala, Gujarat, Uttar Pradesh, and Bihar**.

8. I haven't received the auto-generated email for my banner booking. What should I do?

If your banner is booked but you haven't received the auto-email due to a delay, go to the **Banner Creation** section, select the **QC Process** from the dropdown, and search your banner using your **Profile ID**.

9. How can I check banner availability for sellers?

Under the **Banner Creation** tab, select **Date Availability**. After choosing the **Banner SKU, Page Type, and City**, a popup window will display the available dates for that city.

Glossary

- **XID page**: A project page with all the information regarding a project. Also known as **Project page**.
- **Configuration**: A configuration is the number of bedrooms available in an apartment, villa, and independent floor. E.g.- 1 BHK, 2BHK, 3BHK, 4BHK, and 5 BHK. A plot/office space/shop/showroom/SCO Plot can also be considered as configuration.
- **Saleable area**: Area in which a project is being advertised. Such as Super Area, Built-up Area, Carpet Area, and Plot Area.
- **NP Slot**: It means a New Project slot, advertiser slot, dealer slot or builder slot.
- **Client**: A builder, dealer or channel partner.
- **Client slot**: A client slot could be NP slot, FP, PG, AdStar or AdPro.
- **Price list**: A document with basic cost, extra charges and government charges. Also known as cost sheet.
- **Fact table/Project overview**: Tower count, floor count, unit count and total project area is combined known as fact table or project overview.
- **FP**: Featured project.
- **PG**: Project Gallery.
- **USP**: Unique Selling Point, Why you should consider section, Project highlight.
- **Location highlight**: Location advantage.
- **Floor Plan**: Unit Plan, Option layout plan.
- **Typical plan**: Typical plan is layout of a particular floor in a building.
- **Valid Documents for option creation**: Brochure, Builder website, Price list, Floor plans with option sizes, Builder mail/letterhead and RERA.

Email Addresses

- **XIDops team**: xidops@99acres.com
- **Feedback team**: Feedback@99acres.com
- **Operations team**: Operation@99acres.com
- **Listing Screening**: Listingscreening_99acres@99acres.com
- **ASAP Team**: asap.ops@99acres.com
- **Virtual Shoot**: virtualshoot@99acres.com
- **Corp Service**: Corpservice-99acres@99acres.com
- **Photos**: Photos@99acres.com

Escalation Matrix for Sales requests

- **Level 1**: Kripa Shankar Mahato/Ashish Negi
- **Level 2**: Yogesh Sharma