XID Creation/Modification – FAQs – Sales Support Team

What are the Mandatory Items to Create/Design a RERA Registered Project Page/XID/NP XID?

Mandatory Details (Required to Create/Design XID):

Project Name

Builder Name

RERA Number

Property Type (apartment, villa, plot etc)

Option Sizes (with configuration + saleable area)

Note: If the requested saleable area is super built-up area or built-up area, please share Regional Head approval along with the creation request. (This does not apply to Hyderabad/Secunderabad and Bangalore new launch projects.)

Additional (Not Mandatory) Details – For Page Enrichment:

Brochure, Project Website, Images, and Video

Price List, Payment Plan

USP (Unique Selling Points)

Location Highlights

Important Notes

A project page can be created with only the mandatory details.

Additional details are optional, but they help significantly in enhancing the listing quality.

For Commercial and Plot projects, configuration (1/2/3 BHK) is not required, as it is not applicable.

What is Required to Create/Design a Project Page/XID/NPXID if the Project is Not RERA Registered?

Mandatory Details:

Consent Form signed or stamped by the builder

The consent form must include:

Project Name

Project Location

Possession Date / Status (e.g., New Launch, Under Construction)

Reason for not being RERA registered

Builder Name

Builder Contact Details

Fact Table containing: • Unit Count • Total Area

Option Sizes (with configuration + saleable area)

Property Type (apartment, villa, plot etc)

Note: If the consent form is provided on the builder's official letterhead, only an authorized signature is required (no stamp needed).

If the requested saleable area is super built-up area or built-up area, share Regional Head approval along with the creation request. (Not applicable for Hyderabad/Secunderabad and Bangalore new launch projects.)

Additional (Not Mandatory) Details – For Page Enrichment:

Brochure, Project Website, and Images

Price List, Payment Plan

Project Video

USP (Unique Selling Points)

Location Highlights

Important Notes:

Project page can be created with only the mandatory details.

Additional details are optional, but help in enhancing listing quality.

For Commercial and Plot projects, configuration (1/2/3 BHK) is not required, as the concept does not apply.

What Details Are Necessary to create/design an Inactive/Backend/pre-launch project page/XID?

Required Details: • Tentative Project Name and builder name. • Project Location • Option Sizes (with configuration and saleable area)

When Can an Inactive/backend/pre-launch XID Be Created? • When requested for a SAB campaign by the Sales or CMT team • When Sales needs an XID number only to initiate a quotation in CRM

Note: The XID will remain inactive It will be activated only after receiving either: The builder consent form, or The RERA registration number

Can We Create a Separate XID for a New Phase of an Existing Project?

No, it is not recommended to create a separate XID/project page for a new phase of an already existing project.

This is because creating a separate XID can negatively impact SEO and dilute the visibility and ranking of the main project page.

Can we advertise both residential and commercial properties in a single project page?

If a project involves mixed-use development, a separate residential project page is necessary to advertise residential properties such as apartments, studios, serviced apartments, and villas. Similarly, to promote commercial properties such as shops, offices, and commercial land, a unique commercial XID is required.

What Are the Valid Documents to Add/create/modify Option Sizes on XID?

Any One of the Following Documents Can Be Considered as Valid for Option Creation / Addition / Modification:

Builder Website

Project Brochure

Builder Price List

RERA Website

Builder Email or Letterhead

Floor Plans (with sizes clearly mentioned on the plan)

Note: All the above documents must mention the following:

Saleable Area

Configuration

Option Sizes

Sources That Are Not Considered Valid:

Competition Websites

Advertisement Websites / Channel Partner Websites

WhatsApp Communication

Additional Notes:

Floor/Unit Plans play a crucial role in enriching the project page.

If valid documents (from the accepted list above) are provided by the Sales team, options can be created even without floor plans. These options will show on frontend only after client slot is activated.

In such cases, the XIDops team may request floor plans separately while replying to the creation request.

If the requested saleable area is super built-up area or built-up area, share Regional Head approval along with the request mail. (Not applicable for Hyderabad/Secunderabad and Bangalore new launch projects.)

Can We Advertise Penthouse / Duplex / Villament / Farmhouse / Rowhouse on the XID Page?

Direct Advertising Not Allowed:

Penthouse, Duplex, Villament, Farmhouse, and Rowhouse cannot be advertised as standalone property types on the Project/XID page.

However, These Can Be Advertised Under the Following Approved Property Types:

Penthouse / Duplex → Advertise as Apartment

Villament → Advertise as Villa

Farmhouse → Advertise as Villa

Rowhouse → Advertise as Villa

How to change saleable area (Super built-up Area/Built-Up Area/Carpet Area) on project page

For all cities across India, the saleable area must be considered as Carpet Area by default. If the requested saleable area is Super Built-Up Area or Built-Up Area, Regional Head approval is mandatory to proceed. The only exceptions to this rule are projects in Hyderabad, Secunderabad, and Bangalore (New Launch Projects), where Super Built-Up Area can be used without requiring any approval.

Can We Advertise 1.5 BHK on the XID Page?

No Separate Category for 1.5/2.5/3.5/4.5 BHK Configurations

There is no distinct configuration category for 1.5 BHK, 2.5 BHK, etc., on the XID page. However, these can be represented as follows:

How to Represent These Configurations:

1.5 BHK → Represent as 1 BHK + Study under 1 BHK configuration

2.5 BHK → Represent as 2 BHK + Study under 2 BHK configuration

3.5 BHK → Represent as 3 BHK + Study under 3 BHK configuration

4.5 BHK → Represent as 4 BHK + Study under 4 BHK configuration

Note: If the client specifically requests, the study room can be considered as an additional room, and the unit can be mapped to the next higher BHK category. For example:

1.5 BHK can be created under 2 BHK

2.5 BHK under 3 BHK, and so on.

Can We Update Floor Plans on Land Options?

There is no provision to display individual floor plans for land options on the XID page.

However If a master plan is uploaded to the XID page, it will automatically reflect under the floor plan section for all land options after slot activation.

Can We Add Floor Plans on Commercial Projects?

There is no provision to display floor plans specifically under the floor plan section for commercial projects on the XID page.

However Typical layout images (such as unit or floor layouts) can be uploaded in the photo gallery to provide visual representation.

If floor plans are not available, can the XID team design floor plans for options? Do they have default floor plans in case the client has none?

No, there is no provision for the XID team to create or design floor plans, and no default floor plans are available. Floor plans must be sourced from one of the following:

Builder brochure

Builder's official website

RERA documents

Verified sales communication

If floor plans are not available from any valid source, the unit options can still be created in the backend using valid documents. However, these options will appear on the frontend without floor plans once the slot is activated.

Can We Advertise Options in Super Area or Built-Up Area in All Cities?

Accepted Saleable Areas Based on City:

Super Area is allowed only in the following cases:

Hyderabad / Secunderabad

Bangalore (New Launch Projects Only)

All other Indian cities must advertise only in Carpet Area.

Note:

For cities not listed above, if Super Area or Built-Up Area is requested, it will require prior approval from the Regional Head before the option can be created.

If carpet area is updated in the backend, it will be visible on the frontend by default until the client slot is activated.

Once the slot is activated, the saleable area mapping updated in the backend will start reflecting on the frontend for all active options.

For multiphase projects, all the phases should have same saleable mapping.

If a requested project already has active slots, the currently activated slots must be deactivated to change the saleable area. The system does not allow changes to the saleable area when there are active slots on the XID page.

Are There Specific Saleable Area Requirements Based on Property Type?

Yes, Different Property Types Have Specific Saleable Area Guidelines:

Apartment / Builder Floor / Commercial / Studio: Can be advertised in: Super Area, Built-Up Area, or Carpet Area

Villa: Can be advertised in: Built-Up Area only

Land / Commercial Plot / SCO (Shop-Cum-Office): Can be advertised in: Plot Area only

How to Remove Option Sizes from the XID Page

If the Option is Paid (Client Slots Live): Share official builder communication (email or letterhead) confirming the size does not exist or is sold out. If builder communication is not available, get confirmation from all salespersons who have live clients in that option to remove their respective slots.

If the Option is unpaid (No Client Slots Live): Only builder document (Builder mail/letterhead, price list or brochure) is needed to confirm the size doesn't exist or is sold out.

To Remove/Deactivate an Option for a Specific Dealer/CP/Builder: Share the TID of the client (e.g., 2526-T0008781) Get confirmation from the salesperson who created the transaction

Why Are Option Sizes Not Reflecting in the Seller Portal for Slot Activation?

The following could be the reasons:

No option sizes are available in the backend.

Option sizes exist in the backend, but the saleable area does not match the expected values.

What to Do:

Share all such requests with the XID Team.

For option creation, ensure you provide valid source documents (e.g., brochure, builder website, RERA, etc.).

What Is the Order of Visibility for Option Sizes on the XID Page?

Display Logic for Option Sizes:

If all options have floor plans, they are displayed in ascending order of size.

If some options have floor plans and others don't:

Options with floor plans appear first, sorted in ascending order.

Options without floor plans appear after, also sorted in ascending order.

Note:

There is no provision to manually change the option sequencing on the XID page.

Can We Add Multiple Floor Plans/Unit Plans/Option Image for a Single Unit Option Size?

There is no provision to display multiple floor plans for a single unit option size on the frontend.

Only one floor plan can be mapped per unit size at a time.

What Are the Requirements to Upload a Brochure on the Project/XID Page?

Brochure Requirements:

The brochure must be project-specific.

It should not be a corporate brochure focused on the builder's achievements or company profile.

It should not be a single-page leaflet with minimal information.

The brochure must be in PDF format.

The file size should be less than 25 MB.

Can We Change the View of the Brochure on the XID Page (From Landscape to Portrait or Vice Versa)?

The orientation of the brochure displayed on the frontend is based on the original design/layout of the uploaded file. It cannot be changed from landscape to portrait or vice versa through the platform.

How to remove a brochure from the XID page:

Brochure is a critical element of the project page and cannot be removed without replacement.

It can only be replaced with a new brochure.

If the builder requests removal without replacement, a formal communication from the builder stating the reason must be shared with the XID team.

Based on the reason, the XID team will review and take appropriate action.

What Are the Requirements to Remove Under Construction Images from a Project/XID Page

To remove existing under construction images, the latest construction images must be shared with the XID team for replacement. If project is completely ready-to-move, construction images can be removed without any replacement.

Can We Add Images with Text Information (Like Pricing or Other Details) on Residential XID/Project Pages?

Images containing price information or leaflet-style content are not allowed in the Image Section of Residential XID/Project Pages.

Such images are acceptable on Commercial XID/Project Pages as Cover/first image of the project page.

Can We Change Predefined Image Titles or Image Naming?

There is no provision to change the image titles or naming on the XID page. All image titles are system-defined and cannot be modified manually.

What types of images are preferred as the cover image on the XID page?

Preferred cover images include outdoor visuals such as:

Elevation

Aerial View

Entrance

Site View

Villa Images

Can amenities images be used as the cover image on the XID page?

Yes, amenities images can be used as the cover image only if suitable outdoor images are not available.

Can we change sequencing of image folder?

The correct visibility order for images on the XID page is: Outdoor Images, followed by Indoor Images, then Facilities (with Outdoor Facilities shown before Indoor Facilities), followed by Demo Flats, Construction Images, and finally Others. This sequencing is system-defined and cannot be modified.

What types of images are not allowed as the cover image? The following images cannot be used as cover images:

Master Plan

Location Map

Construction Imagess

Which should be preferred between real and artistic images for the cover image?

Use real images if they are aesthetically suitable.

If real images are of poor quality or visually unappealing, artistic images may be used instead.

Why are images not visible on the SRP (Search Result Page)/Pseudo Listing or the 99acres Mobile App? Images will not appear on the SRP/Pseudo Listing or Mobile App if a cover image is not marked from the XID backend. Connect with the XID team to ensure a cover image is properly marked.

Can there be more than one cover image on the XID page? No, only one cover image can be marked on the XID page. However; if a P2V (Photo to Video) available on the XID page, a slideshow display may appear in the SRP/Pseudo Listing

What Are the Requirements for Images to Be Added on an XID Page?

Only JPG format images are allowed.

Each image must be under 5 MB in size.

Images must be relevant to the project and of high quality.

The following types of images are strictly not permitted:

Blurry or low-resolution images

Images containing human figures

Images with pricing information

Images with religious content

Images with a watermark or contact details

For elevation images, the complete elevation of the building must be visible.

Partial elevation views will not be accepted.

If images are too large to attach via email, use online file-sharing tools such as:

Smash

TransferNow

WeSentIt

Do not use WeTransfer, as it is blocked on the XID team's system.

Can We Upload Artistic Images in a Ready-to-Move Project?

Artistic images cannot be uploaded on the XID page if the project is fully ready to move.

Artistic images can be uploaded only if the project is partially ready, such as in the case of a multi-phase development where some phases are still under construction.

What Is the Requirement to Remove the Master Plan or Location Map from the XID Page?

A replacement image must be shared to remove the existing master plan or location map from the XID page.

If the client insists on complete removal without a replacement, a valid reason must be provided and documented.

How to Resolve Different NP Slot / Client Slot / AdPro / AdStar / Campaign / PG / FP Activation Errors

"Some Error Occurred"

Issue: Tower mapping is missing for the project.

Resolution: Tower mapping must be done from the XID backend by the XID team.

"This Is a New Launch Premium Project. Please Use FP/PG to Advertise on This Project" or NP Allow Error

Issue: The project is tagged as New Launch Premium, which restricts advertising via AdPro/AdStar.

Resolution: Turn off the New Launch tag.

Required Approvals:

Non-RERA Projects:- Official builder email mentioning the project name and launch date.

RERA-Registered Projects:- Approval from the Product Team to remove the tag.

"Config Slot Count Cannot Exceed the Number of Available Configurations"

Issue: Number of selected slots exceeds available configurations. (e.g., 3 slots selected but only 2 configurations available)

Resolution Steps:

XID team creates a temporary dummy option as the additional configuration.

Map the dummy option to the relevant phase to proceed with the transaction.

Once the actual slot is activated, the dummy option must be removed by informing the XID team.

"Phase Status and Completion Date Does Not Match"

Issue: Phase status (e.g., Ready to Move or Under Construction) doesn't align with the possession/completion date.

Resolution Options:

Option 1: Mark the project as Ready to Move To proceed, you must provide either the Occupancy Certificate (OC) or Completion Certificate (CC). Alternatively, you can submit the builder's consent form along with ready-to-move images and obtain approval from the Regional Head.

Option 2: Extend the possession date This requires either an extension certificate (in case RERA does not show the updated date) or an official communication from the builder confirming the revised possession date.

"Max Slots Entered Cannot Be Greater Than Number of Distinct Configurations on Project i.e. 0" or "Option Area Is Coming as 0"

Issue: No option sizes/configurations in backend o saleable mapping is missing or incorrect

Resolution Steps:

Check whether option sizes are created in the backend

Ensure saleable area mapping is correctly set

Once both are properly configured, the system will recognize the configurations and allow slot activation

"Quantity Left Is Less Than Required"

Issue: Not enough slots available to activate the transaction (e.g., 3 slots needed but fewer available)

Resolution Steps:

Verify slot availability in the project

Check whether the transaction is already active, which may affect the slot count

Note: Due to current system limitations, projects with a possession date beyond 2030 will face activation errors. Connect with the XID team to temporarily update the possession date to a year before 2030. Once the slot is activated, inform the XID team to revert the possession date to its original value.

How to Update Location Highlights/Advantages on the XID Page?

Sources for Location Highlights:

Exact Latitude/Longitude of the project on Google Maps (preferred source)

If lat/long is not available, the following sources can be used:

Brochure

Project Website

Sales Mail

Key Guidelines:

Location highlights should be mentioned in meters/kilometers, not travel time.

A maximum of 15 highlights can be added from the XID backend.

Each location highlight must be from a unique category (Preferred)

Preferred Categories for Location Highlights:

School

Hospital

Shopping Mall

College/University

Airport

Metro Station

Railway Station

Highway/Expressway

Golf Course

Stadium

Office Complex

Amusement Park

Beach

5-Star Hotel

Any Other Major Landmark (if relevant)

If the client requests to add specific location highlights:

The landmark name must be provided along with the travel distance (preferred).

If distance isn't available, travel time can be accepted as an exception.

Note: The Location advantages description visible on the XID page is system generated and cannot be modified.

How to Add or Remove a Price List/Cost Sheet/Price Sheet from the XID Page

To Remove a Price List:

A replacement price list must be shared to remove the existing one.

If the client insists on complete removal without a replacement, a valid reason must be clearly mentioned in the email.

To Add a Price List:

The price list must be shared via:

Builder's official email or

Builder's letterhead

If the above is not available, the following will be considered:

Channel Partner / Dealer / Broker email

If no mail is available, the price list may still be accepted only if:

It is in a proper format, including:

Base Pricing

Extra Charges

Government Charges

The project name is clearly mentioned on the price list.

Important Note:

If the shared price list is outdated compared to the one already uploaded on the XID page, it will not be considered for update.

How Can Pricing Issues Be Resolved on an XID Page?

To resolve pricing issues, please share the updated price list, ensuring that option sizes are clearly mentioned. This is essential for accurately updating the prices displayed on the XID page.

Pricing Priority Order:

Builder Slot Prices (Highest Priority)

Considered first if the builder slot is active.

If only the builder slot is live:

Pricing issues can be resolved directly by Sales using the Seller Panel.

In multiphase projects where the builder is not live across all phases:

Share the price list with the XID team to update prices.

XID Team Entered Prices in Price Panel

Used only if builder slot prices are not available.

Share the updated price list with the XID team, who will use it to calculate and update pricing.

Average Channel Partner (CP) Entered Prices

Considered if neither builder slot nor XID-entered prices are available.

In such cases, share the latest price list with the XID team to calculate pricing Price Panel and lock the pricing.

Can we remove "+ other charges" from the XID page?

No, the "+ other charges" section cannot be removed, as it is a standard component of all paid XID pages. This section reflects additional charges such as:

Government charges (e.g., registration fees, stamp duty)

Extra charges (e.g., clubhouse, DG, maintenance, etc.)

Key Notes:

If there are discrepancies in extra charges, they can be corrected by sharing a valid builder price list.

Government charges cannot be modified manually, as they are regulated. Any changes in registration fees or stamp duty must be supported with a valid source document (e.g., official government update or notification).

How to Remove Resale Listing Prices and Options Displayed on the XID/Project Page

To remove resale listings and their prices from the XID/project page, follow these steps:

At least one paid slot must be live on the XID/project page in all the available configurations.

Delete all resale listings currently mapped to the XID/project page.

Block future resale listings to prevent them from appearing again.

To block and delete resale listings, a builder email or letterhead is mandatory as confirmation.

Can We Show "Price on Request" on Live Option Sizes?

"Price on Request" can be displayed for a configuration only if all option sizes within that configuration have their prices set to "Price on Request".

If even one option size within the configuration has an updated price, the system will automatically calculate and display pricing for all other sizes in that configuration.

There is no provision to show "Price on Request" for just one option size if prices are already available for others within the same configuration.

How to Add or Remove a Payment Plan from a Project/XID Page

To Remove a Payment Plan:

A replacement payment plan document must be shared.

If the client insists on complete removal without a replacement, a valid reason must be clearly mentioned in the email request.

To Add a Payment Plan:

The payment plan must be shared via:

Builder's official email or

Builder's letterhead

If builder documentation is not available, the following will be accepted:

Channel Partner / Broker / Dealer email

The payment plan must include:

Clearly defined milestones

Corresponding percentage or amount to be paid at each milestone

The total of all percentages must equal 100%

What Are the Guidelines to Add Project Highlights / USPs / "Why You Should Buy" on a Project Page?

Key Guidelines:

A maximum of seven logical USPs can be added per project.

USPs can be derived from:

Builder reputation

Unique offerings

Location advantages

Awards and recognitions

Project amenities

Examples of Valid USPs:

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

How to get video add to XID page or Can raw video file be added to XID page?

Raw video files cannot be directly added to the XID page. Videos can be uploaded only via a YouTube link.

The video should be uploaded on the builder's official YouTube channel.

If the builder does not have an official YouTube channel, the raw .MP4 file can be uploaded on the XID team's YouTube channel, provided there is no copyright content in the video.

If the video shows copyright content during upload, it must be shared via the builder's official YouTube channel only.

How many videos can we display on XID page?

Maximum 3 videos can be displayed on XID page.

How to remove influencer video from XID page.

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

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

P2V videos are generated automatically after 24 hours on XID page. This video is derived from the images available on Image Gallery Section. If issue is with the content on the video, same can be rectified by updating correct images on Image Gallery.

If client doesn't want P2V at all, the reason for removal is required. Removal will be done after approval of Product team.

What is the video sequencing on the XID page.

What are the Requirements to Change Possession/Completion Date on a RERA-Registered Project

To update the possession date on a RERA-registered project, one of the following documents is required:

RERA extension certificate (if the extended possession date is not yet reflected on the RERA website)

Builder's official email or letterhead

Builder's official website mentioning the new possession date

Note: For single-phase projects registered under one RERA number, only one possession date can be displayed—tower-wise possession dates cannot be shown.

If the requested possession date is passed (Project is RTM), below details needs to be provided

Occupancy Certificate (OC) or Completion Certificate (CC) is mandatory.

If OC/CC is not available, the following can be provided as an alternative:

Builder consent form clearly stating the project is Ready to Move

Recent Ready-to-Move images of the site

Approval from the Regional Head

Requirements to Change Possession/Completion Date on Consent-Based Creations (Non-RERA Projects)

To update the possession date for consent-based project pages, the following are accepted:

Builder's official email or letterhead

New consent form clearly mentioning the revised possession date

Builder's official website displaying the new possession timeline

If the requested possession date is passed (Project is RTM), below details needs to be provided

Builder mail clearly stating the project is Ready to Move

Recent Ready-to-Move images of the site

What Is Required to Change a Project's Status from Under Construction to Ready to Move(RTM)?

Occupancy Certificate (OC) or Completion Certificate (CC) is mandatory.

If OC/CC is not available, the following can be provided as an alternative:

Builder consent form clearly stating the project is Ready to Move

Recent Ready-to-Move images of the site

Approval from the Regional Head

How Can Construction Status (New Launch to Under Construction) Be Changed on an XID Page?

Images confirming construction activity must be provided to change the status.

Additionally, if the project's launch date has crossed 6 months, the project can be marked as Under Construction even without images.

How Can We Display "Partially Ready to Move" as the Construction Status on a Project Page?

If the project is a single-phase development, the status cannot be set as "Partially Ready to Move."

In this case, the project must be shown as either Under Construction or Ready to Move.

For multi-phase projects, the system will automatically display the status as "Partially Ready to Move" if:

At least one phase marked as Ready to Move has an active client slot, and

At least one phase marked as Under Construction also has an active client slot.

How to Add Banks on the XID Page?

Bank details can be sourced from:

The builder's official website

The project brochure

A sales team email

Interest rates displayed under the Banks section cannot be removed.

Interest rates are fetched from the official websites of the respective banks.

Any modification to interest rates can only be made if a valid source document (e.g., official bank URL or document) is provided.

How to Update the Builder Logo on the XID Page?

The builder logo can be sourced from:

The official builder website

The project brochure

A sales team email

In some cases, the logo may also be found on RERA documents.

If the builder logo is not available from any valid source, a text-based logo can be created and used

How to Add or Update the "About Builder" / "Builder Description" on the XID Page

Approved Sources for Builder Description:

Official Builder Website

Project Brochure

Builder's Official LinkedIn Profile

ZaubaCorp

Sales Team Input (must be validated before use)

Content Guidelines:

The builder description should include relevant, factual, and brand-aligned information such as:

Year of Establishment

Company Overview

Achievements & Awards

Core Projects / Notable Developments

Vision and Mission

Experience in Other Industries (if applicable)

Do not include individual names like Chairman, CEO, MD, or other company personnel.

Character Limit:

The builder description is limited to 600 characters.

If the sourced content exceeds this limit, it must be edited or summarized while retaining accuracy and key highlights.

What Are the Sources to Update "Year of Experience" in the About Builder Section?

The Year of Experience can be sourced from any of the following official and verifiable platforms:

Builder's Official Website

Project Brochure

Builder's Official LinkedIn Account

ZaubaCorp

How to Change the Builder Name on the XID Page

Required Documents to Validate Builder Name Change:

To update the builder name on a project page, one or more of the following is mandatory:

Builder's official website (must reflect the requested project details)

Updated brochure

Builder's official mail or letterhead

If the requested builder name is mentioned on the RERA certificate, it is also acceptable.

If Builder Slot is Active:

The name shown under the "Developed by" section on the project page is pulled from the Builder Profile (Company Name).

In this case, the change must be requested by sharing:

The Builder Profile ID

The updated builder name

Send the request to the Operations Team to update the Company Name in the Builder Profile.

How to Display/Remove a Project under Specific Sections in "Projects by Builder" on 99acres

To display a particular XID/Project page under the correct section in the "Projects by Builder" category, the following conditions must be met:

Common Requirements for All Sections:

The XID/Project page must exist on 99acres

The builder name on the project page must match the builder profile

Section-wise Conditions:

Upcoming / New Launch Section:

Project's possession status must be set to New Launch

Delivered / Complete Section:

Project's possession status must be set to Ready to Move

Under Construction / Ongoing Section:

Project's possession status must be set to Under Construction

To remove a specific project from the "Projects by Builder" section:

The builder name must be unmapped from the specific project (XID).

Once unmapped, the project will automatically be removed from the section within 2–4 hours.

Can We Display Two or More Builders on the XID Page in Case of a Joint Venture (JV)?

Currently, there is no provision to display multiple builder names on a single XID/project page.

However, if the client insists, the XID team can make an exception by:

Internally reviewing the request, and

Creating a new builder name that combines both entities.

Example: If the original builders are "ABC Builders" and "XYZ Developers", the combined name may be listed as: "ABC Builders and XYZ Developers"

How to Activate the CTA Button on an XID Page? Or CTA Button is not visible on project page?

CTA (Call-To-Action) buttons on XID pages appear automatically when a builder slot is live.

If the CTA Button Doesn't Appear:

For XIDs with Stories:

SAB Campaigns: CTA appears below the USP section

Non-SAB Projects: CTA appears in the "Builder" section

Ensure that:

The builder slot is active

The client profile is set as "Builder"

How to Update the Fact Table / Project Overview on the XID Page?

(Includes tower count, unit count, floor count, open area and total project area)

Accepted Sources for Fact Table Data (in order of priority):

Builder's official website or brochure

RERA documentation

Sales email (must be verifiable)

Important Guidelines:

For mixed-use developments:

The residential XID will display fact table details for the residential portion only.

The commercial XID will display fact table details for the commercial portion only.

The Fact Table reflects overall project-level information, not phase-specific details.

What Is Required to Deactivate or Delete an XID/Project Page from the 99acres Frontend?

To deactivate or delete a project page from 99acres, an official builder email clearly stating the reason is mandatory.

Deactivation:

The project page will be temporarily removed from the frontend but will show in Google Searches and 99acres Suggester.

It can be reactivated later upon builder's confirmation.

Deletion:

The project page will be permanently removed from 99acres, including from Google search results.

A fresh builder email will be required to re-create the project page in the future.

Why project page is not visible on 99acres frontend?

For Consent-Based Projects:

If no paid activity (such as client slot activation) occurs within 15 days of project creation, the project may be automatically deactivated.

To reactivate, please connect with the XID team.

For RERA-Registered Projects:

The project may be deactivated if the RERA registration has lapsed.

To reactivate:

Share the new RERA number or

Provide the RERA extension certificate

If project is Ready to move, share OC/CC.

What Types of Descriptions Can Be Used on an XID Page & How to Change Them?

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

1. System-Generated Description

Auto-generated by the system and SEO-optimized for better search rankings.

It is recommended to retain this description type to ensure maximum visibility on search engines.

No changes can be made on the content of this description. If there is any major language or spelling mistake, same can be raised to feedback.

2. User-Generated Description

This can be enabled only if the client requests not to display the system-generated content.

The content for user-generated descriptions can be taken from the project brochure or official website, with minor modifications to avoid negative SEO impact.

How to Change from System-Generated to User-Generated Description?

Inform the client about the potential SEO impact of the change.

If the client confirms, the request must be shared with the XID team to update the backend setting and switch the description type.

How to Add a Project Logo on the XID Page

Accepted Sources:

Builder's official website

Project brochure

Sales email (only if the logo is validated)

Logo Requirements:

The project name on the logo must exactly match the name displayed on the XID/project page.

The logo format must be JPG

The required resolution is 100 x 60 pixels

Important Note:

Builder logos cannot be used in place of the project logo under any circumstances.

If a valid project logo is not available, the logo section should be left blank.

How Can the Project Name Be Changed or Modified on an XID Page (Project Name Change)

For Non-RERA Registered Projects:

An official builder email or letterhead clearly stating the new project name is mandatory.

For RERA-Registered Projects:

A new brochure or builder website showing the updated project name along with the RERA number must be provided.

If not available, then an official builder email or letterhead can be accepted.

Adding or Removing Builder Prefix in Project Name:

By default, the builder's first name is prefixed to the project name to enhance SEO ranking.

This prefix can be removed on client request, but only after informing the client about the possible impact on SEO.

To add the builder prefix, the builder name must exactly match the one updated in the Developer section of the system.

How to change/modify project locality/ Location Change on project page?

If the requested locality is explicitly mentioned in any of the following, the location can be updated directly on the XID page:

RERA

Builder website/brochure

Google Maps (Lat/Long)

If the requested locality is not listed in these sources:

It may still be accepted if it falls within a 4 km radius of the verified project location.

Can We Display the Complete Project Address in the Locality Section?

No, there is no provision to display the complete project address in the Locality section on the XID page.

However, the complete address can be shown in the auto-generated description under the 'What is the project address' section. This gets updated automatically within 24 hours.

Accepted Sources to Update Complete Project Address:

RERA

Builder's official website

Project brochure

Field Content Team / Verification Team

Google Maps (only if validated)

Sales mail (must be verified)

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

What Are the Sources to Update Google Latitude/Longitude of a Project?

The following sources are accepted to update the Google Lat/Long of a project on the XID page:

Google Maps (accurate pin location)

Field Content Team / Verification Team

Sales Team (must be validated before use)

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 XID team for PIF activation.

PIF may take 2-4 hours to reflect on city page.

Image dimension for PIF is 960X540

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

Apartment

Villa

Land

Independent Floor

Service Apartment

Studio Apartment

Which properties types we can advertise on 99 acres commercial 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

Can we advertise studio apartments and service apartments in commercial XID?

No, studio apartments and service apartments are residential units, hence can be advertised in residential project page only.

What are the required details 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.

RERA QR code (if applicable)

If requested project is residential and new phase is commercial, the new phase cannot be added in existing XID. A new commercial XID page needs to be created.

What Are the Required Details to Add a New Phase to an Existing Project Page?

To add a new phase to an existing XID/project page, the following are required:

New RERA number or Consent form (for non-RERA projects)

Possession status and possession date for the new phase

RERA QR code (if applicable)

Important Note:

If the existing project is residential and the new phase is commercial, ➡■ the new phase cannot be added to the same XID. ➡■ A separate commercial XID page must be created.

How to Block or Unblock Resale Listing on a Project Page:

By Default Blocked: Resale listings are automatically blocked for new launch projects that are less than 6 months old.

To Unblock Resale Listing:

The project must be at least 6 months old.

It should be under construction.

Under construction site images are required to validate the project status and resale activity.

To Block Resale Listing:

Share official builder communication (email or letterhead) stating that the builder does not want resale listings shown on the project page.

Visibility Rules:

Even if blocked on the project page, resale listings will still appear on the SRP (Search Results Page).

To remove them from SRP as well, Sales HOD approval is mandatory.

To Remove a Specific Resale Listing:

If a particular listing has incorrect details, raise a request with the Listing Screening team along with the listing ID.

How to Block a CP/Dealer from Advertising (Advertiser Block) on a Particular XID Page as per builder request?

A builder's official mail is mandatory to initiate this request. Once approved, only the builder will be allowed to advertise on that XID/project page. All CPs/Dealers will be restricted from advertising on the page.

If any Channel Partner / Dealer / Broker later wants to advertise on the blocked XID, they must obtain and share explicit builder approval to proceed.

Can we add or remove a specific question from XID page FAQ (Frequently asked questions) section?

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

What Are the Criteria to Activate/Display the New Launch Story Feature on a Project Page?

To enable the New Launch Story feature on a project page, the following criteria must be met:

Automatic Eligibility:

The project is a SAB (Shubharambh) project OR

The project is a New Launch, i.e.:

Created or RERA registered within the last 6 month

Conditional Eligibility (Product Approval Required):

If the New Launch project is Non-RERA and has less than 20 units, product team approval is required.

If the project is neither SAB nor a New Launch, and the client requests story activation, product team approval is also mandatory.

How Can Amenities Be Added to an XID Page?

Amenities can be added based on information from the following verified sources:

Builder's official website

Project brochure

Builder website

RERA

Sales communication (must be validated)

Important Notes:

The amenity names are system-defined in the XID backend — spelling or naming cannot be modified.

Sequencing and description of amenities displayed on the frontend are also system-generated and cannot be customized.

The amenities logos/icons shown on the frontend are predefined and cannot be manually changed.

Which products/slot 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

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

Send videos to with the consent form

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

Send such requests to with client Username, contact number and preferred time for the shoot (if available).

Which queries should be sent to feedback team?

a. Below queries needs to be raised to feedback team.

Price trend and transaction details related.

Society review, locality reviews and Explore locality section related issues.

How to update RERA QR code on XID page?

As per legal guidelines, it is mandatory to have QR code for all phases on an XID page.

QR code can be obtained from RERA certificate, brochure/builder website or from sales mail.

How to add offer text and image on XID/Project Page? Offer Text:

Share the offer text with the XIDops team for whitelisting.

The text must be quantifiable and under 65 characters.

If it meets the criteria, XIDops will update it on the "Seller" portal.

The sales team will activate the offer from the same portal.

If the offer has a validity date, it will be added during activation.

Offer Image:

Residential XIDs: Offer image has a dedicated section; it should not be uploaded to the general image section.

Commercial XIDs: An in-house designed image is used as the XID cover image.

Escalation Matrix for Sales requests

Level 1- Kripa Shankar Mahato/Ashish Negi

Level 2- Yogesh Sharma

Questions regarding locality taxonomy

What is needed to add a new locality on 99acres? A locality must have clear boundaries that are visible on Google Maps, or there should be official documents (like municipal records) that prove it exists.

Can landmarks or buildings be added as localities? No, landmarks (like a chowk or statue) or individual buildings (like apartments or malls) cannot be added as localities. A locality should be a well-defined area, not just a single point.

Can an upcoming locality be added on 99acres? Yes, if the upcoming locality is mentioned on official websites or documents from government authorities, it can be added.

What is needed to show one locality as a parent of another? If the bigger locality covers at least 55% of the area of the smaller one (child), they can be linked in a parent-child relationship.

What can be added as a "City" on Google Maps? A place can be added as a city if it is officially a city or a district.

What is required to create a new city or district on Google Maps? There should be clearly marked boundaries on Google Maps, or valid government proof that the city or district exists.

Questions regarding Builder/developer

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.

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.

Can a dealer, real estate agent, promoter, or marketing partner be considered a builder?r?

No dealer, real estate agent, promoter, or marketing partner.

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

Builder logo can be sourced from official builder website, project brochure or from sales mail.

In some cases builder logo can be found on RERA documents.

Incase of absence of builder logo, a text logo can be created.

Is there character limit in 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.

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

The sources are as below:

Builder website

Brochure

Linkedin-Builder account

Zaubacorp

AdStar – AdPro Process

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 .

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.

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.

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.

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.

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.

Tutorial Link:

Consent Form Link:

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.

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.

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

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

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:

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—also referred to as NPXID—is a comprehensive webpage containing all key information about a real estate project. It includes project overview, configurations, pricing, amenities, location, RERA details, and inventory slots added by various dealers, channel partners (CPs), brokers, or the builder.

Configuration- A configuration refers to the number of bedrooms available in a residential unit such as an apartment, villa, or independent floor. Examples include: 1 BHK, 2 BHK, 3 BHK, 4 BHK, and 5 BHK, where BHK stands for Bedroom, Hall, and Kitchen.

In the case of plot, office, or shop projects, configurations do not apply—only the unit size is considered sufficient.

Saleable Area refers to the type of area used to advertise or market a unit in a real estate project. It defines the basis on which the unit is sold to buyers. Depending on the property type, saleable area can be mentioned as:

Super Built-up Area – Also known as SBA, SA, Super Area, or Total Saleable Area.

Built-up Area – Also known as BA, BUA, or Plinth Area.

Carpet Area – Also known as CA, Net Usable Area, Livable Area, or RERA Carpet Area.

Plot Area – Also known as Land 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, Option Image.

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.

PIF – Project in Focus

Project Description/About Project: Section to udpate about the project, its RERA number, pricing, amenities, famous landmarks.

Builder description/About Builder: Section to update brief summary of builder's history, achievement etc.

Email addresses:

XIDops team- m

Feedback team:

Operations team:

Listing Screening-

ASAP Team:

Virtual Shoot-

Corp Service-

Photos: