

# AR & VR

## GODREJ PROPERTIES

*Abhishek Chauhan (A13558822008)*

*Dikshay Chauhan (A13558822010)*

*BBA REUI 4*

*RICS, Amity University*

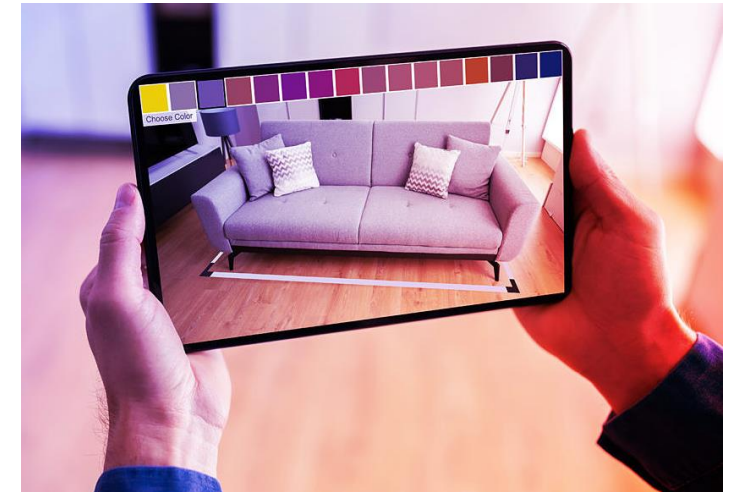
# INTRODUCTION

## AR (Augmented Reality)

- AR can be defined as a technology that uses digital information to overlay on real time, real world environment.
- Ex, Snapchat, Ikea Place, and others.

## VR (Virtual Reality)

- VR can be defined as a technology that uses software to creates a complete virtual environment.
- Ex, VR headsets for gaming.



(Image Source: <https://dmexco.com/>)



# SIGNIFICANCE IN REAL ESTATE

- Enhanced Property Visualization
- Potential for Increased Efficiency and Productivity
- Remote Showings and Increased Accessibility
- Improved Marketing and Targeted Strategies
- Streamlined Design and Renovation Processes
- Competitive Differentiation



(smarttek, 2024)

(Image Source: <http://www.jashentertainment.com> )

# GODERJ PROPERTIES



- Godrej Properties Limited is a leading real estate company in India, established in 1990.
- Godrej Properties is a subsidiary of Godrej Industries Ltd.
- Godrej Properties provides end to end solutions from materials to design, building, selling and leasing properties.
- The company is focused on sustainability and preservation of environment in construction.
- Green Building Consulting is also a service that is provided by Godrej Properties which has benefited over 600 other companies to save the environment.
- Godrej Properties is considered a reliable and trustworthy developer in the country, offering a range of products and services to its customers.
- Godrej Properties is being using the AR & VR technology in its various products and services. Godrej was the first developer in India, for using the VR & AR technology for its customer among other big developers.

# PRODUCTS/SERVICES

- **Residential Projects**

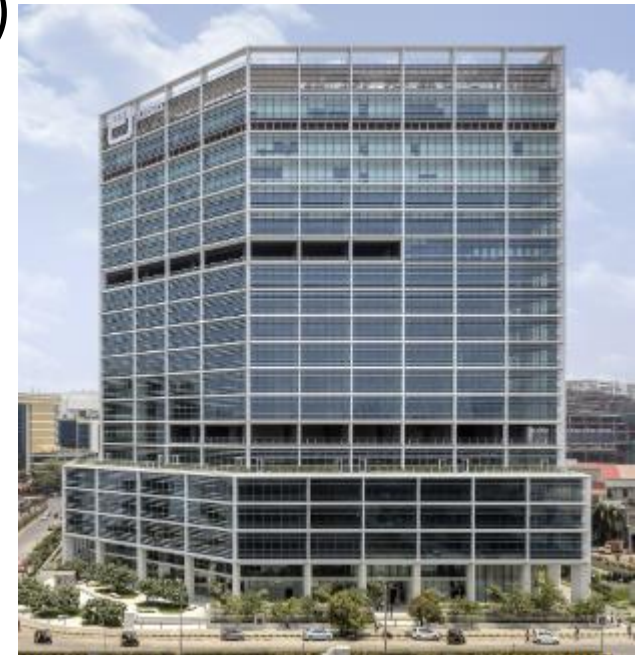
- Luxury Apartments (Ex, Godrej Connaught One, Delhi)
- Mid-Segment Housing (Ex, Godrej Woods, Noida)
- Villas (Godrej Woodlands, Bengaluru)

- **Commercial Projects**

- Office Spaces (Ex, Godrej BKC, Mumbai)

- **Mixed Use Development**

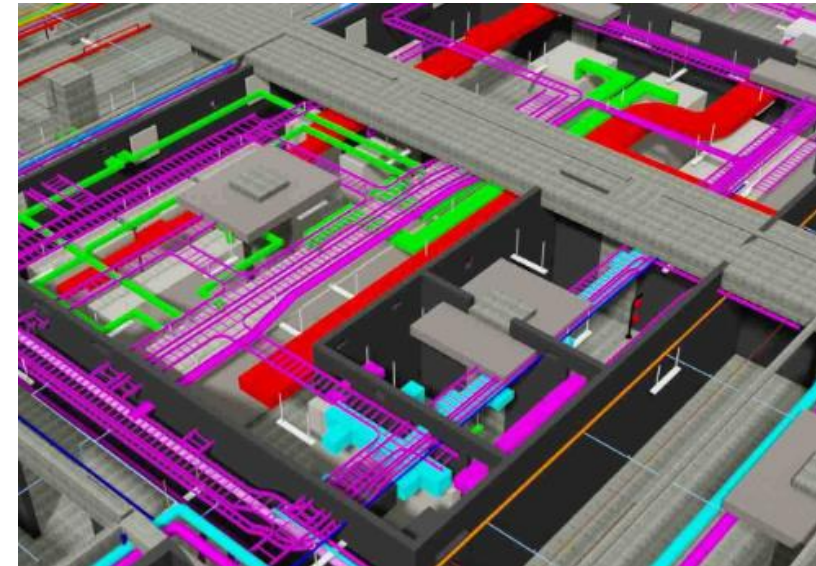
- Commercial Building + Residential Towers  
+ Luxury Hotels
- Ex, Godrej One, Mumbai



Godrej BKC Mumbai

# PRODUCTS/SERVICES

- **Green Building Consulting Services**
  - More than 600 projects consulted
- **Construction Materials**
- **Leasing**
  - Godrej Business District, Mumbai
- **MEP Projects Design Consultancy**
  - Electricals, Mechanical Systems, Plumbing System.



MEP Design

# AR & VR IMPLEMENTATION

- **VIRTUAL PROPERTY TOURS**

- Godrej Properties offers with virtual tours of the property using VR headsets on their website and app.
- Buyers can look at the property remotely without being physically present there.

- **INTERACTIVE AR TECHNOLOGY**

- Godrej is leveraging AR technology to customers for visualizing different suitable options, fixtures arrangements, and other finishes.

- **DESIGN VISUALIZATION**

- Designers and architect at Godrej use VR and create design and layouts.
- Help in identifying potential issues with design and layout with help of AR & VR.

# AR & VR IMPLEMENTATION

- **MARKETING**

- Godrej uses AR & VR in its marketing campaigns of its projects to create excellent experience for their customers.

- **TRAINING & DEVELOPMENT**

- VR technology is used for the training of employees, especially for sales team, to get to know and work on what the customers will experience.

- **CUSTOMER EXPERIENCE ENHANCEMENTS**

- By use of AR and VR in the process, Godrej Properties offers excellent service to buyers throughout their journey.
- Virtual assistance, guided property tours, and interactive troubleshooting solutions contribute to improved customer satisfaction.



# BENEFITS TO GODREJ

- **ENHANCED MARKETING AND SALES**

- Using AR & VR gives Godrej a lead over other companies and leads to increased sales and revenue with more potential customers.

- **COST SAVINGS**

- Using VR tours can significantly reduce costs for the company to arrange a physical visit and other campaigns.

- **IMPROVED DESIGN & PROCESS**

- Using these technologies, it allows identify better designs and optimize the development process.

# BENEFITS TO GODREJ

- **COMPETITIVE ADVANTAGE**

- Early adoption of AR & VR helps the company to get a competitive advantage over others as a innovative and customer-focused company.

- **BETTER COLLABORATION**

- Better opportunity for collaboration with other company. For ex, a buyer want to buy furniture from some other brand. Godrej can collaborate with them to give combined AR service to the client for visualizing different furniture as per the layout.

- **BETTER CUSTOMER SATISFACTION**

- While enhancing the overall customer experience, it makes easy the customizations make it more convenient.

# BENEFITS TO CUSTOMERS

- **ENHANCED VISUALIZATION**

- Customers can virtually explore properties in detail, by visualizing the layout, design, and dimensions more accurately than traditional methods.

- **CONVENIENCE**

- AR and VR technology offer customers the convenience of viewing properties remotely from the comfort of their homes.

- **CUSTOMIZATION OPTIONS**

- AR applications enable customers to personalize their living spaces by virtually placing different furniture, fittings, and finishes within the property.

# BENEFITS TO CUSTOMERS

- **ACCESSIBILITY**

- AR and VR make properties more accessible to a wider audience, including individuals with mobility limitations or those residing in distant locations.

- **ENGAGING EXPERIENCE**

- AR and VR technologies create engaging and memorable experiences for customers, enhancing their interaction with the brand and properties.

- **IMPROVED DECISION-MAKING**

- By providing immersive virtual experiences, AR and VR help customers make more informed decisions about property purchases.

- **REDUCED RISK**

- Better understanding of the property and reduce risks.



# BENEFIT TO OTHER STAKEHOLDERS

- **INVESTORS AND SHAREHOLDERS**

- Improved Transparency: Virtual property tours and interactive showrooms increase transparency in project development, fostering trust and confidence among investors and shareholders.

- **REAL ESTATE AGENTS AND BROKERS**

- AR and VR technologies serve as powerful sales tools for real estate agents and brokers, enabling them to offer immersive property experiences to potential buyers and close deals more effectively.

- **ARCHITECTS, CONTRACTORS & OTHER TEAM**

- Efficient Planning: VR-based project planning enables architects, contractors and construction teams to visualize construction sequences, identify potential conflicts, and optimize workflows before breaking ground, leading to smoother project execution and cost savings.

# BENEFIT TO OTHER STAKEHOLDERS

- **REGULATORY BODIES**

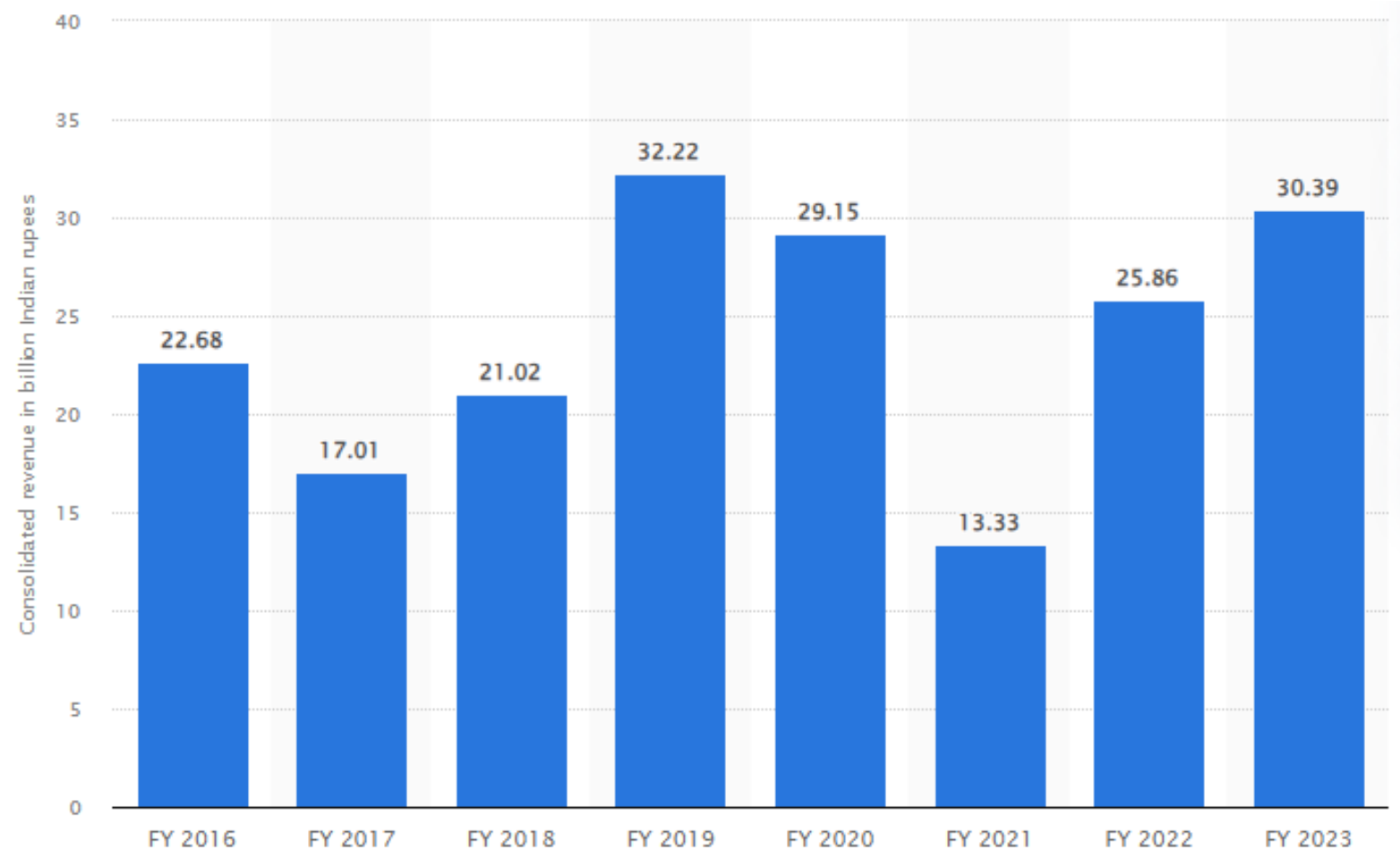
- Improved Regulatory Oversight: Regulatory bodies can utilize VR simulations to assess proposed projects for compliance with building codes and safety regulations.

- **LOCAL COMMUNITY**

- Godrej Properties' commitment to innovation using AR/VR can enhance their reputation as a forward-thinking company that cares about the community.

# FINANCIAL GROWTH

- Godrej Properties began using AR & VR technologies around 2017-2018.
- We can see the revenue is increasing from 2017 to 2018 and further.
- Revenue decreased in year 2021 due to the COVID-19 pandemic.



(Image Source: <https://www.statista.com/statistics/1207732/godrej-properties-ltd-consolidated-revenue/>)

# TESTIMONIALS

Customer: **Sunhil Malhotra**

- I was lucky to experience Godrej Properties' Virtual Reality (VR) and Augmented Reality (AR) for property visualization.
- Godrej's Properties' VR & AR technology is definitely a game changer for the real estate industry providing an immersive experience to its customers.



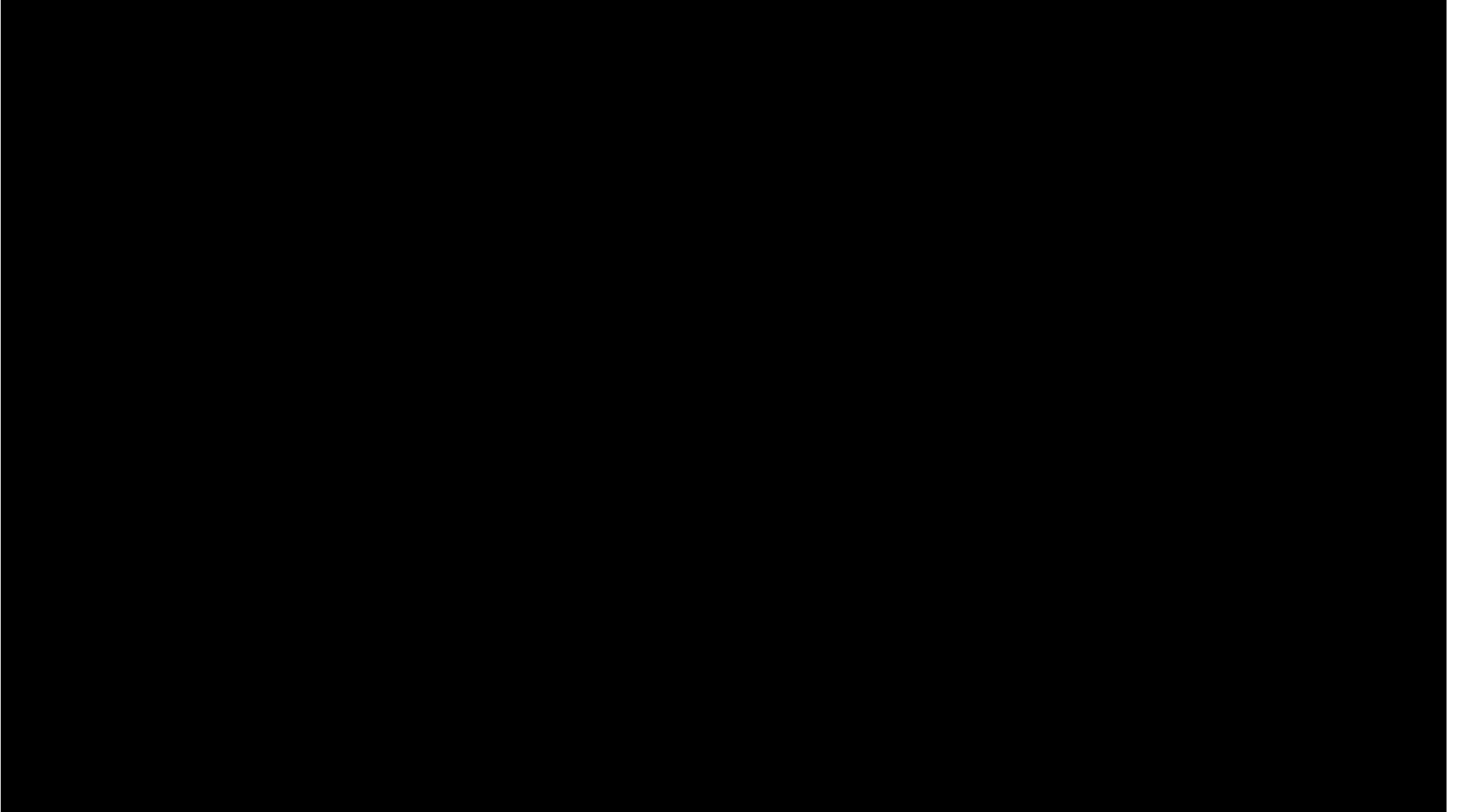


( Video Link: <https://www.youtube.com/watch?v=TZC-lafSM88> )



**GODREJ REJUVE, PUNE**

( Video Link: <https://www.youtube.com/watch?v=yBOSAaCzdJw> )



**GODREJ THE TREES, MUMBAI**

# CONCLUSION

- In conclusion, Godrej Properties' use of AR and VR technology brings significant benefits to everyone involved in the real estate process.
- These technologies make it easier for investors to understand projects, help architects and contractors plan more effectively, empower real estate agents to showcase properties better, and even aid government agencies in urban planning.
- Overall, AR and VR enhance transparency, efficiency, and collaboration, ultimately improving the experience for all stakeholders in the real estate ecosystem.

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