



Nation Needs Your Support.

A mammoth business opportunity in Housing

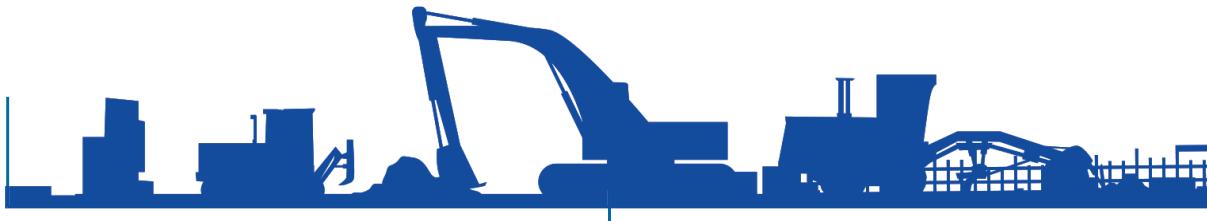


INDIRA GANDHI INDOOR STADIUM, NEW DELHI.





The National Housing Development Organisation (NHDO)
is a non-profit Special Purpose Vehicle (SPV)
set-up to realise the objectives of
Pradhan Mantri Awaas Yojna (PMAY)
for providing affordable
Housing for All by 2022



OUR OPERATIONS

- Spreading awareness about the right to have affordable shelter.
- Registration of applicants.
- Conducting of demand surveys.
- Procurement of land.
- Planning of housing schemes.
- Necessary approvals from authorities.
- Project approvals from banks/financial institutions.
- Execution of projects.
- Efficient delivery in minimum possible time.
- Facilitating registration of title deed.
- Formation of apartment owner's association.



BUSINESS DIMENSIONS



Housing is a force multiplier in economic paradigm. There are backward and forward linkages to housing. The backward linkage pushes up demand for steel, cement and other accessories used for construction. The forward linkages are electronic & electrical fittings, sanitary ware, tiles, wood works and household appliances like, refrigerators, washing machines and many more.

A survey undertaken by NHDO has empirically proved Rs 100cr in housing sector, creates demand worth Rs 700 cr for items that are connected with housing. This huge opportunity is awaiting to be tapped. Also, millions of gainful employment created across the board for unskilled, semi skilled and highly skilled persons of late, there has been overwhelming interest shown by foreign investors in housing of all types and categories.

NHDO will catalyze and consolidate these interests for the nation building.



OUR MEGA EVENT

NHDO presents

RASHTRIYA AWAAS DIWAS 2017

on 25-27 June
at the Indira Gandhi Indoor Stadium in New Delhi.

The 3-day mega event is a first of its kind public platform where industry experts, academicians, developers, thought leaders, policy makers, NGOs, social activists and end-users will come together and discuss problems, share knowledge and evolve road map for meeting the housing needs through collaborative efforts.

The symposium will bring together the stakeholders to discuss and debate various approaches for implementing housing for all by 2022.



MOTIVATION

Pradhan Mantri Awaas Yojna

It is lot more than just an emotional appeal. It motivates and inspires all layers of the society to become a partner in progress. Affordable housing is multi-dimensional. It seeks to provide housing for all sections of the society such as slum dwellers, low, middle and higher income people.

The government policies including budget 2017-18 contain a number of concrete actions to give impetus to housing.

The Rashtriya Awaas Diwas 2017 will ferret out new ideations in housing to meet India's social growth and at the same time catalyze the forces that can push up the economic agenda in general and housing in particular.



SPONSOR FOR NATION BUILDING

HIGHLIGHTS OF THE MEGA EVENT

- 25,000 people expected everyday.
- 3-5 lakh overall footfalls expected for the mega event.
- Respected Delegates from the industry worldwide will share their knowledge.
- 7600 sq metre spacious area.
- Exhibiting 300 plus affordable housing projects.

TOP 5 REASONS TO BECOME A SPONSOR @ NHDO - RASHTRIYA AWAAS DIWAS 2017.

- Increase your brand awareness with the real estate business world.
- Enhance your brand image by participating in a national level event.
- Show your brand's strength to your competitors.
- Achieve a national visibility with authority.
- Maximise your business potential by partnering with other giants.

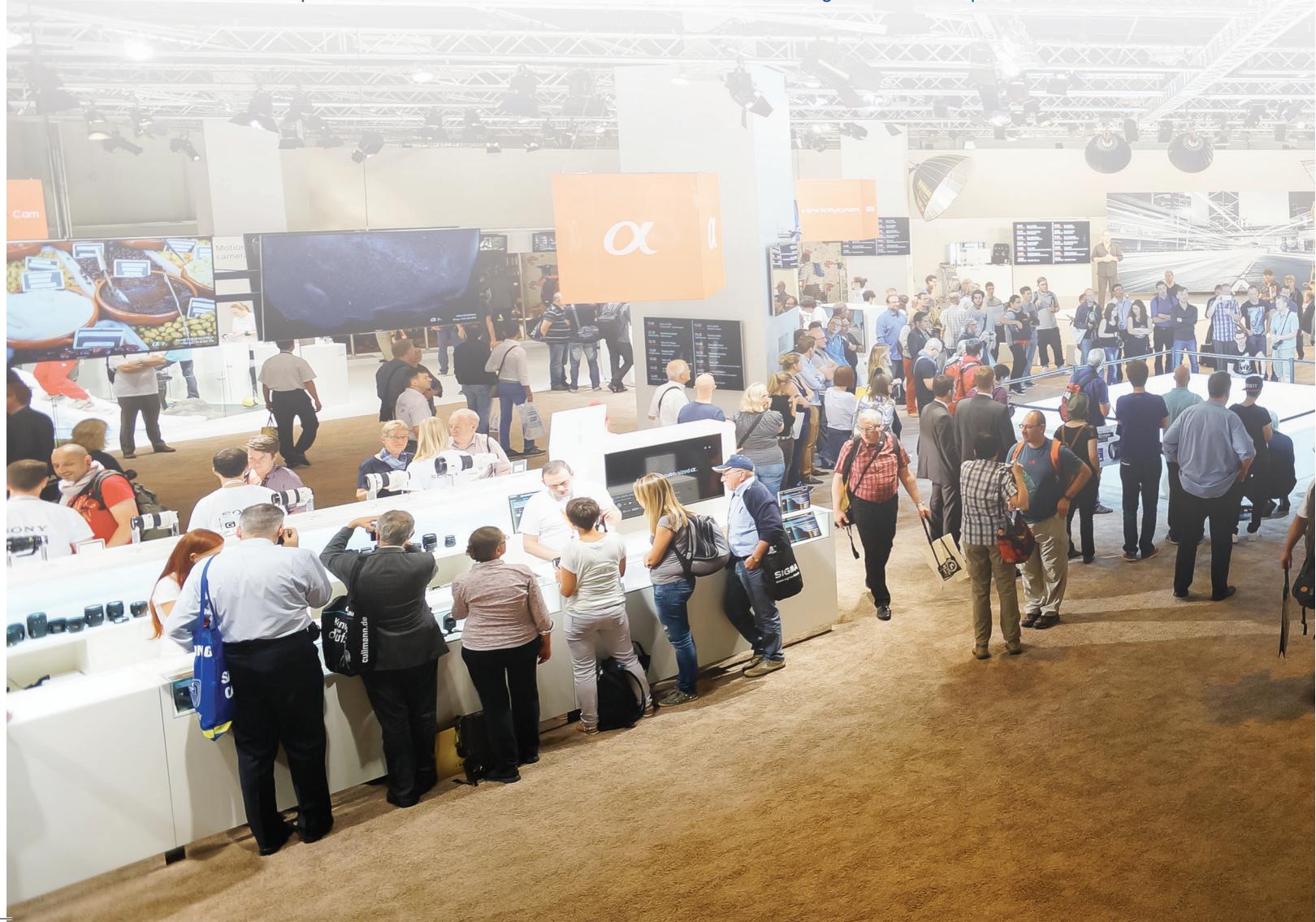


राष्ट्रीय आवास दिवस
PARTNER COUNTRY
RASHTRIYA AWAAS DIWAS

- ✓ Exclusive Status as "Partner Country." – ₹ 50 Lacs
- ✓ Two Special sessions for presentation on Housing development and technologies involved in construction in the respective Country.
- ✓ Space for Display with a complete assortment of stalls for showcasing literature-catalogues and exhibit models.
- ✓ Special space for logo display at Backdrops and Standees all across the event.
- ✓ Two exclusive sessions on Investment Opportunities in Housing Sector in Premier Partner Country with a keynote speaker slot.
- ✓ 240 sqm space at a prominent location at the Rashtriya Awaas Divas 2017 Exhibition.
- ✓ Branding as "Partner Country" in all advertising materials, collaterals, promotional mailers, venue branding, session branding and other literature in the ratio of 60:40 (Event branding: Sponsor branding).
- ✓ Display of name and logo as "Partner Country" on all the printed material including invites.
- ✓ Listing of Country's profile in the Show Directory of "Rashtriya Awaas Divas 2017."
- ✓ 1/2 page advertisement in the Show Directory of "Rashtriya Awaas Divas 2017."
- ✓ Branding of the Country through banners, posters, hoardings, etc. during the exhibition on all days.
- ✓ Complimentary invites.
- ✓ Display of branding standees at the venue (outside & inside).
- ✓ Promotion as "Partner Country" on the event website.
- ✓ Promotion as "Partner Country" on all print, electronic and social media platforms.

COMMERCIALS

We are pleased to offer the above deliverables at a branding worth ₹ 1 cr. plus taxes.





- ✓ Exclusive Status as "Partner Ministry." – ₹ 35 Lacs
- ✓ Exclusive sessions on Investment Opportunities in Housing Sector for the Premier Partner Ministry with a keynote speaker slot.
- ✓ 200 sqm space at a prominent location at the Rashtriya Awaas Divas 2017 Exhibition.
- ✓ Branding as "Partner Ministry" in all advertising materials, collaterals, promotional mailers, venue branding, session branding and other literature in the ratio of 60:40 (Event branding: Sponsor branding).
- ✓ Display of name and logo as "Partner Ministry" on all the printed material including invites.
- ✓ Listing of Ministry profile in the Show Directory of "Rashtriya Awaas Divas 2017."
- ✓ 1/2 page advertisement in the Show Directory of "Rashtriya Awaas Divas 2017."
- ✓ Branding of the Ministry through banners, posters, hoardings, etc. during the exhibition on all days.
- ✓ Promotion as "Partner Ministry" on event website and event page for one month.
- ✓ Promotion as "Partner Ministry" on all print, electronic and social media platforms.

COMMERCIALS

We are pleased to offer the above deliverables at a branding worth ₹ 60 lacs plus taxes.

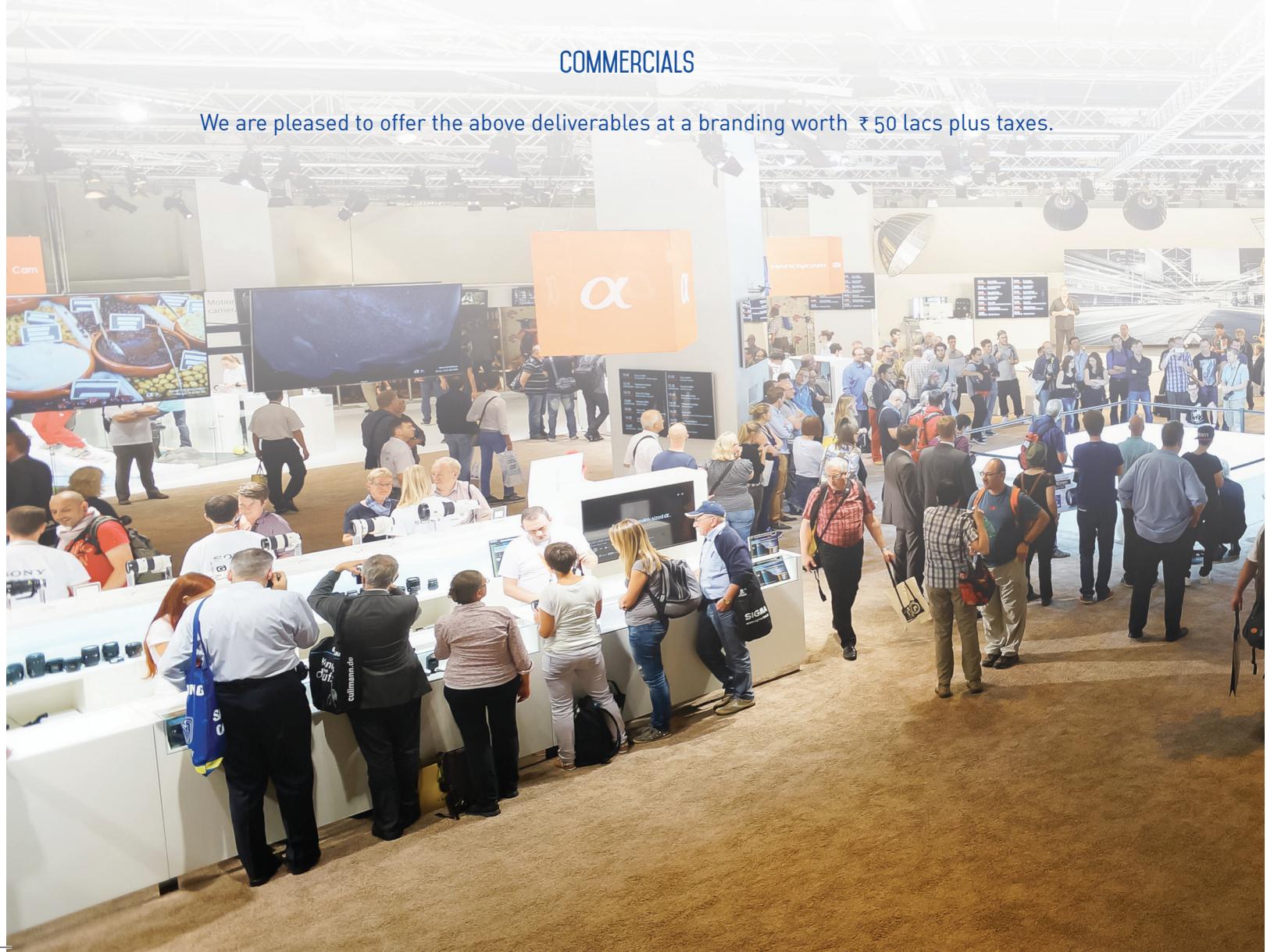




- ✓ Exclusive Status as "Premier Partner State" – ₹ 25 Lacs
- ✓ One exclusive session on Investment opportunities in Housing Sector in Premier Partner State with a keynote speaker slot.
- ✓ 200 sqm space at a prominent location at the Rashtriya Awaas Divas 2017 Exhibition.
- ✓ Exclusive branding as "Premier Partner State" in all advertising materials, collaterals, promotional mailers, venue branding, session branding and other literature in the ratio of 70:30 (Event branding: Sponsor branding).
- ✓ Display of name and logo as "Premier Partner State" on all the printed material including invites, brochures, etc. being planned for the event & exhibition in the ratio of 70:30 (Event branding: Sponsor branding).
- ✓ Listing of State profile in the Show Directory of "Rashtriya Awaas Divas 2017".
- ✓ 1 Full-page advertisement in the Show Directory of "Rashtriya Awaas Divas 2017".
- ✓ Branding to States through banners, posters, hoardings etc. during the exhibition on all days.
- ✓ Link with State Government websites.
- ✓ Announcement of State's association as "Premier Partner State" at the exhibition.
- ✓ Complimentary delegate invitations to 25 representatives from the state to attend all conference sessions, held alongside the exhibition.
- ✓ Display of branding standees at the venue (outside & inside).
- ✓ Promotion as "Premier Partner State" on event website and event page for 1 months.
- ✓ Promotion as "Premier Partner State" on all print, electronic and social media platforms.
- ✓ Exclusive live webcast session for "Premier Partner State" on social media platforms.

COMMERCIALS

We are pleased to offer the above deliverables at a branding worth ₹ 50 lacs plus taxes.





- ✓ Exclusive Status as "Partner State" – ₹ 15 Lacs
- ✓ One exclusive session on Investment opportunities in Housing Sector in Premier Partner State with a keynote speaker slot.
- ✓ 100 sqm space at a prominent location at the Rashtriya Awaas Divas 2017 Exhibition.
- ✓ Branding as "Partner State" in all advertising materials, collaterals, promotional mailers, venue branding, session branding and other literature in the ratio of 60:40 (Event branding: Sponsor branding).
- ✓ Display of name and logo as "Partner State" on all the printed material including invites.
- ✓ Listing of State profile in the Show Directory of "Rashtriya Awaas Divas 2017".
- ✓ 1/2 page advertisement in the Show Directory of "Rashtriya Awaas Divas 2017".
- ✓ Branding to States through banners, posters, hoardings etc. during the exhibition on all days.
- ✓ State's association as "Partner State" at the exhibition.
- ✓ Complimentary delegate invitations to 15 representatives from the state to attend all conference sessions, held alongside the exhibition.
- ✓ Display of branding standees at the venue (outside & inside).
- ✓ Promotion as "Partner State" on event website and event page for 1 months.
- ✓ Promotion as "Partner State" on all print, electronic and social media platforms.

COMMERCIALS

We are pleased to offer the above deliverables at a discounted branding worth ₹ 25 lacs plus taxes.



SPONSORSHIP OPPORTUNITIES

CATEGORY	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	ASSOCIATE SPONSOR
Amount	1 CR	50 lakhs	30 lakhs	10 lakhs
Logo Presence				
Print (News Paper)	✓	✓	✓	✓
Outdoor	✓	✓	✓	✓
At Venue	✓	✓	✓	✓
Online Display Ads	✓	✓	✓	✓
Press Conference Back Drop	✓	✓	✓	✓
Event Backdrop In Thematic Sessions	✓	✓	✓	✓
E-Mailers	✓	✓	X	✓
Onsite Collaterals	✓	X	✓	X
Carry Bags	✓	X	X	X
Registration Area	✓	X	X	X
Magazines	✓	✓	X	X
Onsite Branding				
Banners	✓	✓	X	X
Bag Inserts	✓	✓	X	X
Venue Branding	✓	✓	X	X
Arterial Road Branding	✓	✓	✓	X
Flag Poles, Direction Signages, Totems, City Branding, Standees	✓	✓	✓	X
Advertisements & Editorials				
Event Catalogue	Double page Centre Spread	Full page	Half Page	Half Page
Nhdo Website Banner Ads	✓	✓	✓	✓
Site Hoarding - Periphery	4	2	1	X



SPONSORSHIP OPPORTUNITIES

Parking Lot Hoarding Signage	✓	3	2	X
Venue Signages	30	20	10	3
Sms Blasts	✓	✓	X	X
Advertisorials In Print	3	1	X	X
15-Second Presence In Radio Jingles	6	3	X	X
Vip Passes				
Vip Lounge Passes	8	5	3	X
Car Pass (Vip)	6	3	2	X
Exhibition Award Passes	6	3	2	X
Social Media Promotions				
Banners Ads On Facebook, Twitter & Other Mediums	✓	✓	X	X
Advertisements On Social Media Platforms	✓	✓	X	X
Blog Write-Ups	4	2	1	X
Interview Story On Social Media Platforms	2	1	X	X
Post Event				
Visitor Database	✓	X	X	X
Logo Mention & Write-Up In Post Event Report	✓	✓	X	X
Exibition Opportunity				
Free Stand Up To 56Sqmt (Platinum)	✓	X	X	X
Free Stand Up To 36Sqmt (Gold)	X	✓	X	X
Free Stand Up To 24Sqmt (Silver)	X	X	✓	X
Free Stand Up To 18Sqmt (Associate)	X	X	X	✓
Free Passes	5	3	2	1
Display Opportunity In Exhibition Display Area	✓	✓	X	X



PRIVATE SECTOR SPONSORSHIP

- Institutional Partners
- Official Global Partners
- Street Furniture Sponsor
- Official Rail Carriers
- Supporting organisation
- Lanyard sponsor
- Branding in cafeteria
- Registration Counter sponsorship
- Event website banner sponsorship
- Exhibitor Mementos sponsorship
- Title Sponsorship
- Co-Sponsorship
- Associate Sponsorship
- Lunch Sponsorship
- Powered by Sponsorship
- Supported by Sponsorship
- Hospitality Sponsorship
- Luxury lifestyle partner
- Luxury automobile partner
- Interior decor partner
- Exclusive facade partner
- Exclusive glass partner
- Official carrier airlines global partner
- People mobility management partner
- Green landscape partner
- Safe city & Operational center partner
- Dinner and cocktail Sponsorship
- Exclusive session Sponsorship

We are open to new sponsorship ideas and customized packages.



MARKETING & COMMUNICATION COLLATERALS

ON-FIELD BRANDING

- EVENT BROCHURES
- STANDEES AT STRATEGIC LOCATIONS
- SIGNAGE BOARDS FLAGS, DIRECTION & PARKING SIGNAGE
- FLASH MOBS AND SHORT PLAYS

MEDIA PR

- MAINLINE DAILIES
- TELEVISION
- RADIO
- OUTDOOR
- WIRE AGENCIES

SOCIAL MEDIA

- FACEBOOK
- TWITTER
- PINTEREST
- YOU TUBE
- INSTAGRAM

VISIBILITY & PUBLICITY

- PRESS CONFERENCE BACKDROP
- HOARDINGS
- FLAG OFF CEREMONY
- MERCHANDISE SUPPORTING BRAND LOGO



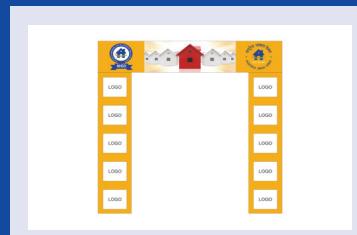
Standee



Print Material



Caps / Tshirts



Gate



EXHIBITOR KIT

PRINT PLAN

Pre-launch 15th June to 24th June, 2017

Quarter/half pages ads – 99 ads

Circulation	:	73,13,000
Readership	:	2,92,52,000

Launch Event Day – 25th June, 2017

Full pages ads in 8 leading dailies

Circulation	:	44,67,000
Readership	:	1,79,98,000

Follow up ads – 26th and 27th June, 2017

Half pages ads in 16 leading dailies

Circulation	:	44,67,000
Readership	:	1,79,98,000

AUTO BRANDING - DELHI NCR

FULL WRAP NEW REXENE HOODS OF AUTOS

Media /Type of AUTO BRANDING : Full wrap display Stitched on New Rexene Hood (soft top) of Auto

Display Size : 1 Full (96" x27") + 1 Top (22" x6")

Proposed no. of Autos : 2000 for 1 month

INFILIGHT MAGAZINE PLAN

Magazine	Availability	Language	Periodicity	Circulation
Jetwings	Jet airways-Domestic	English	Monthly	350000
Jetwings	Jet airways International	English	Monthly	150000
Shubh Yatra	Air India	English/Hindi	Monthly	225000
Go-getter	Go Air	English	Monthly	125000
Vistara	Air Vistara	English	Monthly	45000
Trujetter	Trujet Airlines	English	Bi-Monthly	25000
Railbandhu	Rajdhani, Shatabdi, Duranto & Gatiman	English/Hindi	Monthly	375000





MARKETING & COMMUNICATION COLLATRALS

OUTDOOR PLAN

95 numbers covering Delhi/NCR

DELHI METRO

More than 12 lac people commute daily

RADIO

Radio Stations	City	Language	Listener Ship data latest six wek average in Lacs	Time Band	Creative Length	Spots Per Day	Campaign Duration	Total Second
Radio City	Delhi	Hindi/Eng	6472	0700-1100	30	50	15	22500
Radio City	Delhi	Hindi/Eng	6472	1100-1800	30	50	15	22500
Radio City	Delhi	Hindi/Eng	6472	1800-2300	30	50	15	22500
Radio Mirchi	Delhi	Hindi/ Eng	7617	0700-1100	30	50	15	22500
Radio Mirchi	Delhi	Hindi/ Eng	7617	1100-1800	30	50	15	22500
Radio Mirchi	Delhi	Hindi/ Eng	7617	1800-2300	30	50	15	22500
Fever 104	Delhi	Hindi/ Eng	7638	0700-1100	30	50	15	22500
Fever 104	Delhi	Hindi/ Eng	7638	1100-1800	30	50	15	22500
Fever 104	Delhi	Hindi/ Eng	7638	1800-2300	30	50	15	22500
Red Fm	Delhi	Hindi / Eng	6701	0700-1100	30	50	15	22500
Red Fm	Delhi	Hindi / Eng	6701	1100-1800	30	50	15	22500
Red Fm	Delhi	Hindi / Eng	6701	1800-2300	30	50	15	22500
Air FM Gold	Delhi	Hindi / Eng	7621	0700-1100	30	50	15	22500
Air FM Gold	Delhi	Hindi / Eng	7621	1100-1800	30	50	15	22500
Air FM Gold	Delhi	Hindi / Eng	7621	1800-2300	30	50	15	22500





Organised by



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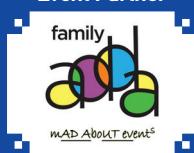
Principal Sponsor



Platinum Sponsor



Event Partner



Creative & Media
Partner



PR Partner



Media Partner



Media Partner



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