

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-30	BRP:	Swetha Umesh
Brand:	ASSET HOMES	Contact Person :	Sunil Kumar V
Project Title :	Asset GrandStand Award		
Category:	Brand Design		

#### **Background**

ASSET GRANDSTAND has been recognized as Outstanding Concrete Structure ( Category - Residential ( Jury Appreciation Award)) for the ICI - UltraTech Award - 2019 by the panel of judges constituted by Indian Concrete Institute, Calicut Centre.

#### **Communication Objective**

ASSET GRANDSTAND has been recognized as Outstanding Concrete Structure ( Category - Residential ( Jury Appreciation Award)) for the ICI - UltraTech Award - 2019 by the panel of judges constituted by Indian Concrete Institute, Calicut Centre.

#### **Target Audience**

All

#### **Focus of Communication**

ASSET GRANDSTAND has been recognized as Outstanding Concrete Structure ( Category - Residential ( Jury Appreciation Award)) for the ICI - UltraTech Award - 2019 by the panel of judges constituted by Indian Concrete Institute, Calicut Centre.

#### **Proposition**

Another jewel in our crown

#### **Reasons why consumers will believe/buy**

Asset Homes is the most awarded builder in Kerala

#### **Deliverables/Execution Specifics**

FB post -900\*600 PR

**Check List**

Photograph will be shared tomorrow

**Comments if any**

NA

**Deadline**

30.10.2019