

"Makaan.com concludes NCR's biggest property show on 24th & 25th May 2008"

Makaan.com, the fastest growing online real estate portal backed by People Group, recently concluded a mega property show in the National Capital Region on 24th & 25th May 2008. The show was held simultaneously in Noida & Gurgaon, and was the largest event of it's kind held in the NCR region. The fair witnessed participation from over 40 leading developers, showcasing 80 new projects. Properties ranging from 25 lac to 2 Crore were on display and included options like apartments, villas, penthouses and commercial properties.

The NCR region has been witness to tremendous development in the last few years. Improved connectivity, better infrastructure and skilled human resources have contributed to a number of MNC's and domestic corporations establishing their base here. Consequently the demand for residential property has skyrocketed, as more and more people are opting for jobs in the area.

Commenting at the event venue, Aditya Verma Business Head Makaan.com says '*Delhi & NCR is a key market for Makaan.com, since we receive 22% of our total traffic from the metropolis. Events like these help us service our customers better. They can check for their dream properties online and can interact with leading developers through property shows organized by us*'.

The property show was sponsored by Crossings Republik in association with SVP, Gaursons, Ashiana Homes, Tivoli, BDI, MAPKSO, Piyush Group, SPS group, Landcraft, Gardenia, Decon Infrastructure, Saviour, Exotica, Raj and Unique dream builders. The developers not only showcased projects located in the heart of the NCR but also had real estate offerings from the neighboring regions like Manesar, NH 8, Jaipur, NH24, Indirapuram, Ghaziabad, Noida, Greater Noida and even Vrindavan.

Exceeding all expectations, the show saw over 10,000 genuine property seekers attending the event during the weekend. In reaction to the response, Rajiv Gaur, Senior Marketing Manager, Crossings Republik said, '*We are very happy to be a part of the Makaan.com property show; the response from property seekers over these two days has been phenomenal. The show has helped us in developing some great leads*'. Mr. Paras Poplani, Manager Media and Public Relations, MAPSKO Builders Pvt. Ltd. agreed, saying, '*The property show organized by Makaan.com was much above our expectations, we are looking forward to a lot of business growth through this platform*'.

Redefining the way properties are bought and sold, Makaan.com is aggressively expanding customer reach through the property show route, and plans to host 15 such property shows across the country this year. Customers in turn, have expressed immense satisfaction with this model, turning out in record numbers to select from among thousands of properties under one roof. Brijesh Agarwal, a recently married house hunter summed it up best saying, '*I thoroughly enjoy being able to view the landscape of properties available in the NCR area, without running from pillar to post to figure out what's on offer*'.

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