

MARKETING GUIDELINES FOR CHANNEL PARTNERS

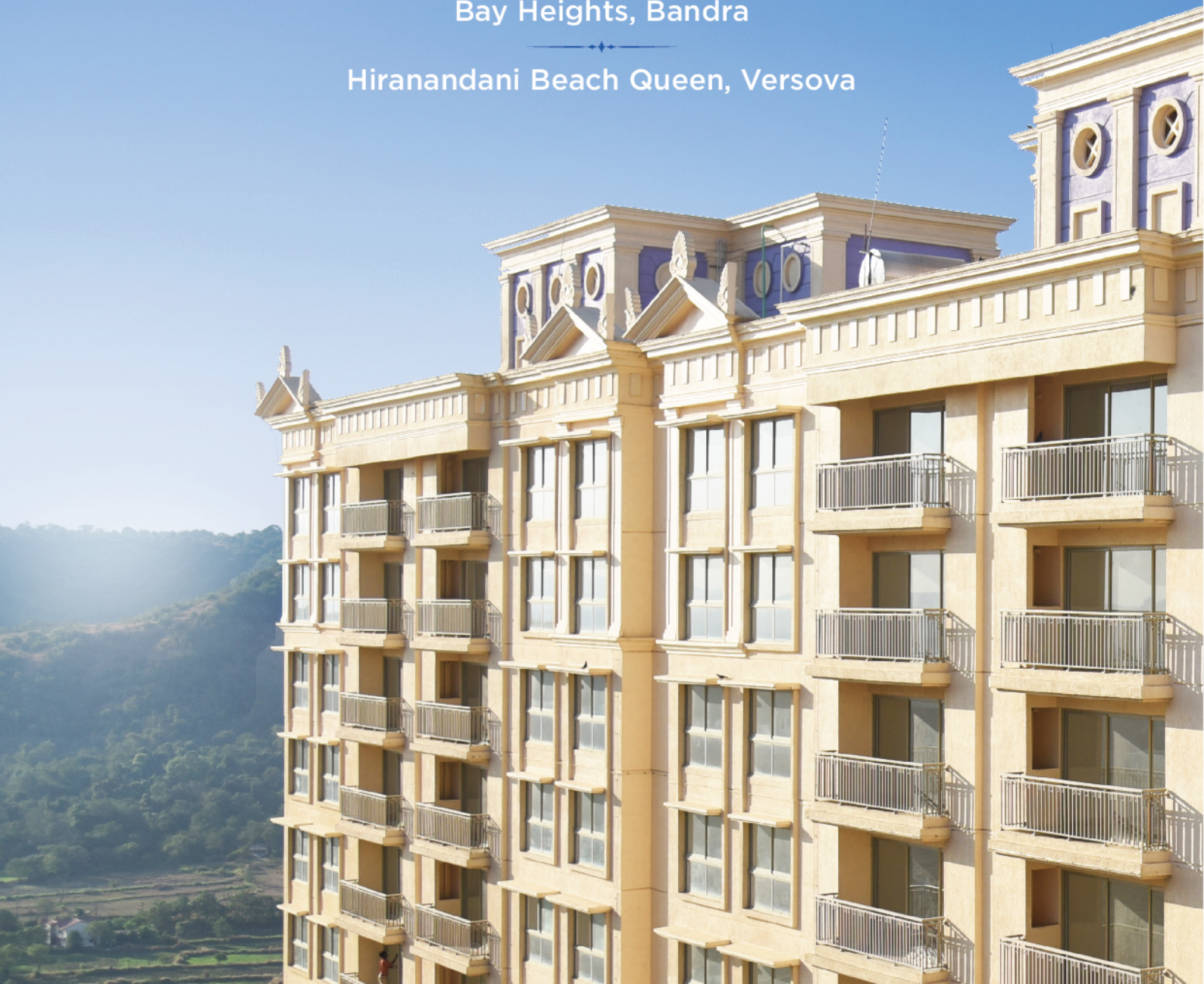
Hiranandani Gardens, Powai

Hiranandani Fortune City, Panvel

Hiranandani Sands, Alibaug

Bay Heights, Bandra

Hiranandani Beach Queen, Versova



Brand consistency for effective marketing

A scintillating journey of 4 decades in the real estate industry makes Hiranandani the most trusted and reliable real estate developer in India. The faith and trust of our customers has always motivated us to keep going forward in this glorious journey. Our work speaks for itself as over the years we've created a place for ourselves in the heart of people just on the basis of trust and quality. As our valued partners, it's necessary that the our communication and positioning that you pass on to our customers should be consistent and at par with the brand image of Hiranandani.

This brand guide-line document has been made especially for the accurate usage of the 'brand Hiranandani' in all your marketing communications and achieve brand consistency across all communication to present a unified image and vision of the brand to the public.



The following marketing guidelines are
applicable for the projects at

Hiranandani Gardens, Powai

Hiranandani Fortune City, Panvel

Hiranandani Sands, Alibaug

Bay Heights, Bandra

Hiranandani Beach Queen, Versova



- 4 It's important to note that QR codes should be implemented for both the project and CP as a mandatory requirement. Mention your MAHARERA Number and Project MAHARERA Number on the all marketing materials like display ads, display banners, posters, e-mailers, digital marketing, videos, films etc.

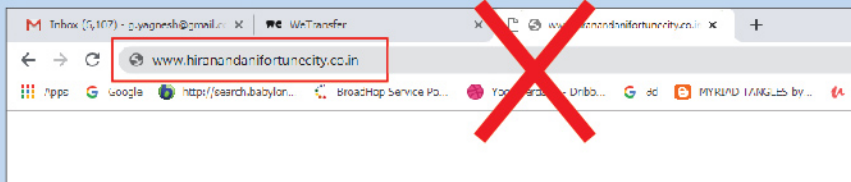


Buildings in XXXXX(Complex name) have been registered via MAHARERA registration number: ABCDEFG(Project Name) - Pxxx0000xxx and are available on the website <https://maharera.mahaonline.gov.in> under registered projects.

QR codes



- 5 Refrain from using words "Hiranandani" and "any of our project names" in any of your domain names.
Eg: www.hiranandanifortunecity.co.in etc



Instead of this create a Sub-domain under your own website which will have your brand name mentioned For
g:www.hiranandanifortunecity.xyzrealty.com, or
www.xyzrealty.com/hiranandanifortunecity.com

- 6 Hiranandani Group and Hiranandani Communities Logo can not be used on your company page on websites, micro site, landing pages, real estate portals, blogs & other sources online or any communication.

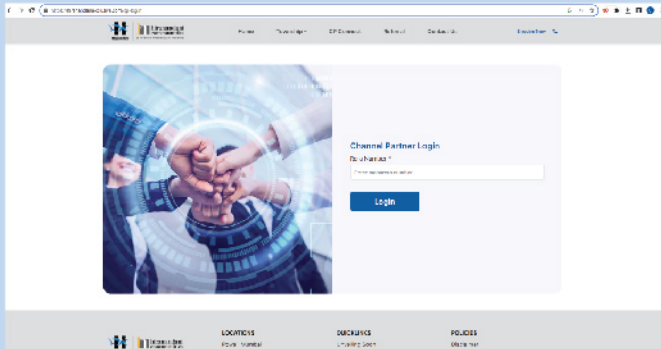


your
company logo

If you are using Hiranandani Logo, Your Company logo or company name is mandatory

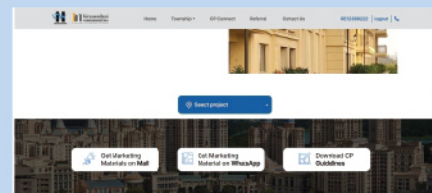
1

Channel Partners should go on www.hiranandaniexclusive.com/cpconnect and log in using their Maha RERA number, and they should expect to receive an OTP on their registered number for authentication.



2

After logging in and choosing a project, Channel Partners will have access to marketing materials, like Digital Creatives, Brochures, Floor Plans, WhatsApp Messages, E-mailers, Flyers, Posters, Edm's, Sms etc. which can be sent to prospective customers, and can also be used for own marketing of the said Hiranandani projects.

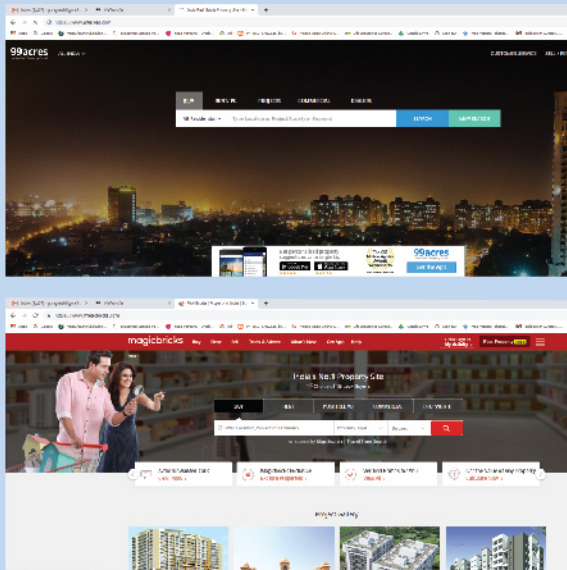


3

Always use marketing materials, like Digital Creatives, Brochures, Floor Plans, WhatsApp Messages, E-mailers, Flyers, Posters, Edm's, Sms etc. provided by the company and do not create your own marketing material. If you wish to create your own material, please get a written approval from the CP sales head of the respective projects for the same. Your relationship manager will co-ordinate for this between you and our company.

APPROVED

- 7 Only those details like pricing, floor plans, images, property / project description which are provided by the company shall be put on real estate portals (magicbricks.com, 99acres.com, commonfloor.com etc)

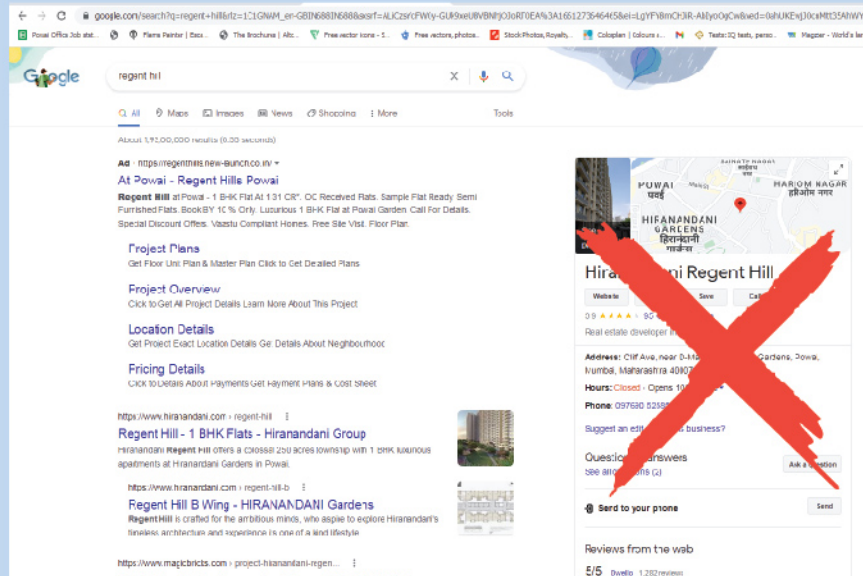


- 8 Do not impersonate as company in any way whatsoever. All your communications should clearly specify that you are an authorised channel partner only.



9

Refrain from creating your own Google listing of any Hiranandani Communities Project.



This is strictly prohibited , in case any partner is found using it, legal action would be initiated against the same.

10

The above mentioned guidelines are applicable to both online and print communications. If it is found that the above guidelines are not followed, the company shall at its sole discretion take appropriate action.





For more details reach out to our Channel Partners Sales Team:

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