



Business Associate Presentation

Our Vision

To become the best and most Innovative Real Estate Marketing Services Organisation in India

Our Values

- Honesty & Integrity
- Innovation
- Partnership
- Sharing the rewards of Success
- Benefits to Society

The Promoter

The Disha Direct Group is promoted by a young and dynamic entrepreneur Mr. Santosh Naik, aged 39. He is an Engineer by qualification and has around 16 years of rich business experience behind him. In the 90's he promoted Disha Power Systems which was into manufacturing and trading of Electrical systems like transformers, inverters and other power related appliances. In the process he discovered his strengths in sales and marketing and in 1999 he promoted Disha Direct as a pure Marketing and Brand Building consultancy and service provider, whereby he helped Small Scale Industry players to improve their sales and marketing, and in the process build their brands. The products handled ranged from Industrial Equipment, IT & Software, Food & Beverages, Automotives etc. In June 2003, he was presented with an opportunity to market a Real Estate Project of bungalows, and thus began the tryst of the Group into Real Estate. The first project was a stunning success, and the rest is history. Today Disha Direct Marketing Services Pvt. Ltd. is a market leader in the area of marketing real estate in the niche area of second homes to city dwellers in Western Maharashtra.

Our Story So Far

Starting 2003 Disha Direct started Marketing Real Estate among other products. Since then it built a very strong Brand Name and various Sub Brands for Marketing Real Estate. Identifying new locations, innovative ideas to market and position products and pricing the product has been the mainstay over the years and has a proof of concept shown by the three digit growth witnessed since the beginning.

- Projects Completed – 9
- Projects in Progress – 28
- Projects in Pipeline – 16
- Total area under marketing > 5 million sq.ft. till date
- Number of Customers > 3500
- Database of prospects > 40000

- Employees – 180 people
- Spread over 10 Offices – Thane, Mumbai, Talegaon, Pune, Nashik, Alibaug, Kochi (Starting Soon – Nagpur, Hyderabad)
- Overseas Office – Dubai
- Project Locations – Lonavala, Khandala, Vikramgad, Pune, Thane, Kasara, Karjat, Talegaon, Vadgaon, Alibaug, Murbad, Nashik, Mumbai, Kochi, Nagpur & Hyderabad

The Opportunity in Real Estate

- The Indian Real Estate Industry is slated to clock US\$ 60 Billion by the year 2010
- The entry of dedicated Real Estate Funds which provides an impetus to capital building for Real Estate Projects
- The keen interest shown by FDI investors for Real Estate projects in India which again pours much needed capital in the system
- The rise of the Great Indian Middle Class with higher disposable incomes thanks to the boom in the economy looking for avenues for investment and better homes to live
- The easy availability of Housing Finance
- The surge in the Dollars pouring in from NRIs which is finding its way to Real Estate Investments
- The changing tastes and lifestyles of the population which is demanding world class quality and infrastructure in Real Estate and is willing to pay for it

Given this scenario, very soon the boys will be separated from the men, and only serious players who value quality, time, scale and customer satisfaction will be left in the business. Only such players will be in a position to attract capital from the Funds, FDI and other avenues which require the players to be very transparent and clean, and above all be innovative enough to be able to offer the discerning customer something new with every project. We will be part of the 'Few Good Men' of the Real Estate Industry in India.

Our Brands

HEARTLAND – Dream 2nd Homes

This is our Brand for 2nd Homes or leisure homes away from the city. We take care to see that the locations we chose to market are within 150 kms driving distance and 2 hours driving time from the nearest city of demand. We have endeavoured and succeeded in creating destinations and popularising places which no one ever thought, could be used to promote 2nd Homes. Case in point Murbad, Wada, Talegaon etc., we succeeded in making a 2nd home dream come true for every segment of the population as our products on offer range from Rs. 10 lacs to Rs. 200 lacs and beyond. Every project is distinct in identity and theme which is our biggest differentiator from competition – Innovation.

Current Projects: Lonavala, Khandala, Talegaon, Nashik, Vikramgad, Kasara, Murbad

Launching Soon: Alibaug, Goa

Price Range: 15 Lacs to 150 Lacs

MYHOME – Residential Properties

This is our Brand for Residential Homes in Cities which can also be called 1st Homes. Under My Home we have created an umbrella brand which promoters / builders can use to promote properties which assure 'Reliable Builder', 'Quality Construction', and 'Timely Possession'. My Home is a 'Mark of Trust' for the buyers who are assured that all their main concerns while buying a residential property are addressed and guaranteed. The promoter / builder is put through thorough screening on all parameters including past record, and external quality assurance agencies will monitor and certify quality. MyHome has been launched in Pune in June 2007, and has been well received. MyHome was launched in Mumbai in April 2008.

Current Projects: Pune, Chakan, Nashik, Talegaon
Launching Soon: Thane, Kochi, Mumbai, Hyderabad, Nagpur
Price Range: 12 Lacs to 60 Lacs

THE ADDRESS – Premium Homes

This premium brand comprises a range of high end Signature Homes, which are as rich and unique as the exclusivity of being successful. These homes are targeted towards the crème de la crème who prefer a lifestyle with a difference. Located in the primmest locations, every home reflects grandeur and élan. Well planned and meticulously designed with areas ranging from 3000 sq.ft. to more than 6000 sq.ft., these spacious homes mark the beginning of a new era of futuristic living.

Current Projects: Powai, New Mumbai, Khandala
Launching Soon: Alibaug, Goa, Mumbai
Price Range: 5 Crores and above

PROFIT PLACE – Commercial Properties

This is our Brand for Commercial Properties, Retail Spaces, IT Park, SEZs, and in the stage of ideation and conceptualisation to make it innovative and value adding to both builders and buyers of commercial properties. Given our track record of being different and innovative, you can expect a lot of action in this sphere in the near future. Launched in April 2008.

Current Projects: Ghatkopar, Andheri
Launching Soon: Thane, Mumbai, Navi Mumbai, Pune, Nashik, Nagpur
On Lease / Sale

LANDMARC – N. A. Plots of Land

This is our Brand for Open Plots of Land. Considering the rising demand for plots of land, we have started offering Developed Plots with boundary fencing, power and water in places which promise good appreciation in land value and makes good investment sense. Launched in April 2008.

Current Projects: Khandala, Malshej, Murbad, Kasara
Launching Soon: Nagpur, Alibaug, Nashik, Hyderabad
Price Range: 5 Lacs and Above

BUDGET HOME – Affordable Housing

Budget Home is a brand that ensures affordable housing at destinations which hold good potential for future property appreciation. The brand comprises homes, which adhere to quality construction norms and yet are easy on pockets. Besides they are being developed at the most sought after destinations making it convenient for property buyers to make the right choice within a fixed budget.

Launching Soon: Badlapur, Nagpur, Talegaon
Price Range: 10 Lacs to 20 Lacs

INVESTMENT SQUARE –

4 DIMENSIONS TO PROPERTY INVESTMENT

DISHA DIRECT's 'Investment Square' is a real estate expert advisory that rules out the major risks & changes the much established thumb rule from 'high risk – high returns' to 'low risk – high returns'. It is a focussed and strategic approach towards investments. It works on a smart formula involving four dimensions viz., a promising destination, legitimate property, developed project and assured appreciation.

Future Destinations: Nagpur, Alibaug, Nashik and Kochi
Future Project: World's first ever wellness city 'Mokshana' at 2 hours drive from Mumbai.

Our Future Plans

Disha Direct's vision needs geographical expansion across the country and abroad. Hence its path ahead in the real estate industry would be:

- Setting up Offices across India
- Setting up Overseas Offices at U.K., U.S.A. & other locations
- Exclusive Marketing tie-up of Real Estate Projects across all Verticals in various locales
- Setting up Associate Networks across all cities
- Thus Disha Direct would become a One-Stop Real Estate Shop for Indian Properties spread across the Globe.

Key Customers

HNI's: Premium Projects, Personalised Service and Sound Advice, Inventory of Premium Projects across the Country, serviced by dedicated Relationship Managers.

Professionals: Convenience, Wide Choice & Professional Service. One-Stop-Shop, easy access, wide variety for a given budget.

NRI Investors: Convenience, Wide Choice & Sound Advice. Buying and Selling Real Estate in their home-towns and all over India using the vast inventory, network & penetration offered by Disha Direct. Also an opportunity to fund Projects.

Corporates: Premium Projects, Personalised Service & Wide Choice.

Developers and Landowners: Maximise Project Profitability using Disha Direct's wide Marketing Network and Development Skills.

Customers & Users: Wide Inventory, Strong Customer Support

Support to Business Associates

Business Support

- Real Estate Inventory across all verticals at various locations
- Business operation manual
- New business generation
- Recruitment Assistance
- Support from Disha team
- Online Support

Marketing Support

- Promotion and Media Plan
- Advertising and Public Relations
- After Sales and Services
- Branded Promotional Material, Newsletter, Brochures, Mailers
- Joint Campaign with Developers and Builders

Training Support in

- Marketing
- Sales
- Administration
- Customer Support to run the Business efficiently

Advertising and Promotional Support

- Newspaper
- Television
- Radio
- Events
- Presentations
- Signboards and Banners
- Brochures / Catalogues
- Exhibitions
- Online Promotion through Website
- Other Media

Role of Business Associates

- Sales
- Customer Support
- Payment Collection

Earnings

Direct Remuneration: On every sale of units routed through Franchisee, the Franchisee is entitled for a direct remuneration depending on the price of the unit. (To be decided on Project basis)

Incentives: Franchisee is entitled for the performance based incentive on exceeding the monthly target.

Rewards: Franchisee will receive rewards from Disha Direct based on the overall yearly performance.

MOU

Memorandum of Understanding will be signed between Disha Direct and the Business Associates.

Why you should become Business Associates of Disha Direct?

- Opportunity to market reputed Projects across all verticals
- Widest choice of Real Estate Projects at various locations
- Marketing & Advertising and Sales Support
- One-Stop-Shop to service all Real Estate needs
- Growing business opportunities with Professional Management System
- Opportunity to be part of a growing network of Associates and Development
- Opportunity to earn higher income.

Future

Disha Direct believes in growing together and sharing 'Success'. This initiative through Business Associates is just the beginning...