

FIRST **"CREDAI" COFFEE TABLE BOOK** 2012

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To,
All MCHI-CREDAI Members.

Dear Friends,

The Confederation of Real Estate Developers' Associations of India (CREDAI) with Dun & Bradstreet (D&B), the world's leading provider of business information, knowledge and insight are pleased to announce the launch of '**CREDAI Real Estate Awards 2012**'. These awards will felicitate leading real estate projects in residential, commercial, retail and township segments. The winners will be chosen by an independent jury.

CREDAI will also come out with **Coffee Table book 'India's Leading Real Estate Companies 2012' after the award show.**

The publication will profile India's leading real estate companies and will feature the award winning projects of **CREDAI Real Estate Awards 2012.**

Real estate companies could opt for wider coverage in the publication through various modes of participation like advertorials, advertisements, write up, case study etc.

Advertisement/ Advertorial Offerings

- Full Page Advt. about the company
- Advertorial will include detailed profiles of the participating real estate companies covering:
 - Corporate history, information on the promoters, Business objectives.
 - Business and operational highlights such as joint ventures / tie ups etc.
 - Snapshot of products and services offered.
 - Key facts
 - Chairman Speak: Half page interview with the CEO / MD with a photograph
 - Other business initiatives and future plans.

Deliverables

- Wide exposure among Real Estate companies, Leading IT companies, Leading HNIs, Leading ITeS & BPO Companies, Govt. of India Allied Ministries, Stock Exchanges, Top Corporate Houses, Financial Institutions, Banks, Mutual Fund Houses, Equity Broking Firms, Insurance, Consulates, Consultancy Firms.
- Special event for the launch of the publication and awards ceremony.
- An opportunity for networking and business development at the launch event

Target audience for the Publication: Coffee Table Book

- Leading Real Estate, Infrastructure companies throughout the country
- Government of India allied Ministries and Agencies
- Chamber of Commerce, Consultancy Firms & Indian Embassies globally
- Fortune 500 Companies
- Stock Exchanges globally
- Banks, FI's, FIIs, NBFC's
- Mutual Funds, Venture Capitalists and Stock Broking Firms in India & globally

We look forward to your participation in this first ever coffee table book published by CREDAI.

Best Regards,
Dharmesh Jain
Vice President, MCHI-CREDAI