

CASE STUDY

Siddha Group Leads the Digital Front in Indian Realty Scene



e: info@indusnet.co.in

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ABSTRACT

With a pan-Indian approach to building luxurious homes in major cities such as Kolkata, Jaipur, Mumbai and Bangalore, Siddha Group is a name to reckon with in the realty sector. Siddha Group felt the need for a digital partner who could make its presence felt online, and also manage its projects better. Indus Net Technologies has consistently helped Siddha Group to use all the tools that technology and digital media provide to grow one's business, for the last two years. Indus Net Technologies maintains Siddha Group's online presence, manages the company's projects, and assists it with a slew of technological solutions geared towards placing it at the forefront of Indian realty scene.

SUPPORTING, SUSTAINING AND ENHANCING SIDDHA GROUP'S ONLINE PRESENCE

Siddha is a prominent real estate developer that has a huge presence in West Bengal. The company's projects in Jaipur, Mumbai and Bangalore have already generated a lot of positive reviews in the realty sector. With more than 26 ongoing/completed projects in Kolkata and 11 projects in Jaipur, Siddha Group is a household name in West Bengal and Rajasthan. With plenty of upcoming projects and with a need for excellent marketing campaigns, Siddha required a technology partner to boost its digital and mobile presence, and manage its projects on a regular basis. Starting from September 2014, Indus Net Technologies helped the company right from the scratch: from building its website to developing its premium mobile app. INT also helps Siddha Group to promote its brand and run promotion campaigns for its projects.



BRINGING SIDDHA ONLINE - FROM NASCENCE TO DIGITAL MATURITY



Siddha Group was already one of the prominent realty giants when it sought Indus Net Technologies' help to create its online presence. However, the company had to start building its digital presence from a nascent stage. Indus Net Technologies developed Siddha Group's website right from the scratch, and maintains the pages to this day. When it comes to managing a company's project promotions, social media provides a wealth of tools. With this in mind, INT also manages and maintains the company's social media pages and blogs, all of which are essential for respectable brands today. With more than 750 in-house professionals who are focused on high-quality web development, and blessed with a keen sense of design, INT continues to help Siddha Group to reach its full digital potential.

MANAGE PROJECT PROMOTIONS WITH EFFECTIVE BRANDING AND MARKETING CAMPAIGNS

Siddha Group promotes several projects each month on a rotational basis. At the time of publishing this case study, Siddha Group had 5 projects ready to be promoted to its audience. Indus Net Technologies has helped to create the entire online presence for Siddha for all its projects and branding has always been done using their USP.

For example, Siddha Galaxia, a residential project in Kolkata boasts of the world's longest rooftop skywalk that connects all the residential towers, branded as 'Starwalk'. This proved to be a USP that worked in Siddha Group's favor during the April 2016 pre and post-launch branding campaigns, with record number of enquiries coming in.

Indus Net Technologies runs both regular and occasional promotion campaigns for Siddha's projects. Regular campaigns help Siddha to consistently generate leads, while special campaigns run on specific occasions such as the Independence Day or the New Year's Eve help to attract a steep number of enquiries. For these promotion projects, Indus Net Technologies closely works with their in-house team to specify audiences based on their incomes.



Most importantly, Indus Net Technologies intertwines its culture-appropriate digital campaigns for real estate promotions with the client project's USP, helping realty agencies to run digital campaigns for varied socio-demographic groups.

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HELPING SIDDHA GO MOBILE

It has always been Indus Net Technologies' expertise to bring technological solutions to the forefront, be it any industry vertical. For Siddha, a technical solution included helping them go mobile, as it is becoming increasingly evident that most people make enquires and even make bookings on the go, on their mobile devices. Indus Net Technologies helped Siddha to launch its iOS and Android applications, on which users can browse projects, and make selections, enquiries and payments. Customers can also make online bookings right from the app, which is a first in the real estate industry of India. With most people using mobile devices as their primary tool to connect online, Indus Net Technologies has been at the forefront of bringing mobile revolution to real estate clients.



BRINGING SECURITY TO THE FOREFRONT



Real estate agencies often need technical advice and solutions for them, on an ongoing-basis. With technology and marketing campaigns going hand-in-hand, it becomes necessary to co-ordinate web and mobile development with branding campaigns. This is precisely what Indus Net Technologies did for Siddha Group. By having a strong digital presence, an effective promotion campaign for its projects, and an equally efficient offline/online branding campaign, Siddha Group has achieved a lot in the last two years. Thanks to the dedication and expertise of professionals who work for Indus Net Technologies, Siddha was also able to break into the mobile revolution, making it the first developer to offer online booking for customers on their mobile devices.

Contact us today to learn how Indus Net Technologies can help your real estate company to optimize existing and future technologies, to understand market dynamics, and manage their projects better.

ABOUT SIDDHA GROUP

Siddha is a premium real estate developer and marketer, with projects in Bangalore, Kolkata and Jaipur. Siddha started its building journey in 1986, since when, the company has built residential and commercial units at upscale locations in Kolkata, Bangalore and Jaipur.



The company's primary mission is to deliver high end projects that are priced competitively. Siddha takes using high quality design and construction materials very seriously. With projects in the East, the Northwest and the South of the country, Siddha has a pan-Indian outlook when it comes to serving its customers. This understanding and dedication has helped Siddha to win hearts across diverse markets in India.

ABOUT INDUS NET TECHNOLOGIES

Indus Net Technologies is an award-winning, global digital service company, providing enterprise mobility, mobile app development, web application development, analytics and digital marketing solution to mid-large enterprises across forty countries through its offices in India, UK, USA, Canada, Singapore and Saudi Arabia.



Indus Net have proven expertise in Financial Service/BFSI, Media, Publishing, Entertainment, Retail, Health and Professional Services business verticals. With a team of 750+ digital professionals and experience of executing 11000+ projects over two decades, Indus Net have touched over 200m+ lives. Being ISO 9001, ISO 27001 certified and appraised for CMMi Level3, Indus Net is known for agility, partner approach, innovation and technology excellence.

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