

**INT.**

**Siddhha Group**  
#DigitalSuccess Stories

**Starting a digital journey from the nascent stage and evolving to be the first in the real-estate industry to offer mobile app booking.**

**SIDDHA**

Kolkata | Jaipur | Mumbai | Bengaluru

Siddha Group, a prominent real estate giant with a huge presence in West Bengal joined hands with INT. with a wish to establish their digital presence right from scratch and simultaneously manage ongoing and upcoming projects in prime locations like Kolkata ,Jaipur , Mumbai and Bangalore.

A dedicated team of INTians has been assisting Siddha group to expand their business digitally, streamline their web and mobile development with branding campaigns and using a slew of technological solutions geared towards placing it at the forefront of the Indian Realty scene.

# About The Client

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## Industry

Real-estate

## Headquarters

West Bengal

## Website

<https://www.siddhagroup.com/>

Siddha Group is a prominent real estate developer with a pan-india approach to building luxurious homes in Kolkata, Jaipur, Mumbai and Bangalore. Established in 1986, the company's primary mission is to provide high end projects that are priced competitively. With more than 26+ ongoing/completed projects in Kolkata, 11+ projects in Jaipur, Siddha Group is a household name in West Bengal and Rajasthan.

# The Problem Statement

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Siddha Group was already one of the prominent realty giants when they approached INT but they had almost no digital presence. Without a digital presence their branding suffered. Without a website in place, interested customers did not know where to enquire about ongoing projects. Offline campaigns were not enough to reach potential audiences and they did not have any online booking platform which could handle bookings. Apart from establishing a digital presence , they also wanted to consistently generate leads for their projects and ensure that their customers were always updated about latest developments and promotional offers.

# Business Solution

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## Technology Stack

Java

React Native

A 360-degree Digital Strategy was proposed for Siddha Group by Team INT which included :

- SEO- enabled Website development
- Social Media Management
- Online Reputation Management
- Promotional and Branding Campaigns with accurate audience targeting
- ROI- driven Lead generation Campaigns
- iOS and Android Mobile app development

INT developed Siddha group's website right from scratch and maintains it to this day. When it comes to managing project promotions , INT manages the company's social media pages and blogs with regular updates and relevant messaging. With more than 750+ in house professionals focussed on high quality web-development and with a keen sense of design , INT continues to help Siddha Group reach its full digital potential.

# The Impact

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INT. has been able to bring about a complete digital transformation of Sidhha Group .

- **Branding and promotional campaigns enhanced USP.**  
Siddha Galaxia , a residential project in Kolkata is the world's longest rooftop skywalk that connects all the residential towers. INT. came up with a branding for the project and called it the "Starwalk". The branding worked in Siddha group's favour during the April pre and post-launch branding campaigns , with record number of enquiries coming in.
- **Continuous Quality Lead Generation**  
Regular ROI-Driven Lead Generation campaigns across varied socio-economic groups and income-slabs generated consistent leads for Siddha's projects and campaigns during special occasions helped to attract a steep number of enquiries.
- **Mobile revolution in the real-estate industry**  
INT. helped Sidhha to launch its iOS and android applications on which potential customers could browse projects , make selections , enquiries and payments. Customers can also make bookings right from the app. In fact, INT enabled Siddha group to be the **first in the real estate industry to offer mobile booking of real estate projects.**

# Application Glimpse





We Deliver  
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

**23+**

Years

**750+**

Professionals

**11k+**

Projects

**6m+**

Hours

We are a team of digital engineers working towards innovation, reinvention and reshaping business models. We cater to multiple enterprise clients, fast growing product companies, digital agencies operating in the domain of banking, insurance, finserve, health, professional services and others in more than 45 countries.