

### Marketing Approval Note

**Approval Note for Luxury Property Showcase with Keller Williams on 16th Feb/25 (RM: Prateek Narang)**

**Description**  
Keller and Williams, one of the largest channel partners in our country, has been actively driving sales for DLF. With significant efforts from Sandeep Harit and Prateek Narang, they have now agreed to collaborate with us. They are hosting a luxury property exhibition on Sunday, February 16, at Radisson Blu, Dwarka and Radisson Blu, Paschim Vihar, which will be attended by their esteemed HNI clients.



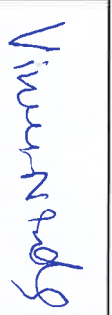




**Date** 07-02-2025

**Document Ref No.** HO/MKT/FY24-25/143

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	Exhibition Stall Charges @ ₹3,00,000 Premium Stall Space in a Prime Location Brand Visibility Across Event Promotions Networking Opportunities with a High-profile Audience	KELLER WILLIAMS REALTY	₹3,00,000	₹54,000	₹3,54,000
<b>Remarks:</b>					<b>₹3,54,000</b>

• 100% advance will be paid

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438	₹28,95,53,856	₹3,54,000	₹28,99,07,856	₹22,43,08,582

			
Kunal Yadav Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By
			
Akash Khurana Approved By	Yuka Nagao Verified By	Yuji Kato Approved By	

## Prateek Narang

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**From:** Prateek Narang  
**Sent:** 05 February 2025 14:38  
**To:** Sandeep Harit  
**Subject:** Fw: External Mail :Exclusive Invitation | Propluxe - West Delhi Edition | India's First Luxury Property Showcase  
**Attachments:** Keller Williams Delhi NCR- Propluxe Proposal.pdf

Dear Sir.

As discussed please find the attached proposal for the event by Keller Williams.

Request for your inputs

Regards  
Prateek Narang

Sent from [Outlook for Android](#)

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**From:** Sahil Kapoor <sahil.kapoor@kwindia.com>  
**Sent:** Wednesday, February 5, 2025 2:30:27 PM  
**To:** Prateek Narang <prateek.narang@krisumi.com>  
**Cc:** Ripunjay Singh <ripunjay.singh@kwindia.com>; Sakshi Mathur <sakshi.mathur@kwindia.com>; Rinkish Kapoor <rinkish.kapoor@kwindia.com>; rajat.chaturvedi@kwindia.com <rajat.chaturvedi@kwindia.com>  
**Subject:** External Mail :Exclusive Invitation | Propluxe - West Delhi Edition | India's First Luxury Property Showcase

Dear Prateek,

It is with great pleasure that we extend to you an *exclusive invitation* to ***Propluxe - West Delhi Edition, India's First Luxury Property Showcase***, hosted by **Keller Williams Luxury**.

This prestigious event is set to take place on **Sunday, 16th February 2025**, at two of New Delhi's most distinguished venues:

- **Radisson Blu, Dwarka** – [View Location](#)
- **Radisson Blu, Paschim Vihar** – [View Location](#)

*PROPLUXE* is more than just an event—it is a **curated experience** designed to bring together **visionary developers** and a **discerning audience** of *high-net-worth homebuyers and investors*. This is an unparalleled opportunity to present your **luxury portfolio** in an environment tailored for **exclusive connections** and **premium exposure**.

**Please find attached a comprehensive proposal detailing the event highlights, participation privileges, and logistical arrangements.**

We would be honored to have your esteemed presence at this landmark event. Should you require any further information or personalized assistance, please do not hesitate to reach out.

We look forward to welcoming you to an extraordinary showcase of luxury.

# DEVELOPER ON-BOARDING

Join us at *Propluxe* - an unparalleled platform to connect with industry leaders, prospective buyers, and investors.

## PARTICIPATION DETAILS



↪ Stall Charges: ₹3,00,000 + GST

↪ Inclusions:

- Premium stall space in a prime location
- Brand visibility across event promotions
- Networking opportunities with a high-profile audience



**Kw DELHI NCR**  
KELLERWILLIAMS REALTY

PROP  LUXE | by  KELLERWILLIAMS

INDIA'S 1<sup>ST</sup> LUXURY PROPERTY SHOW

SHOWCASING DELHI NCR'S  
MOST EXCLUSIVE LUXURY PROPERTIES



PROP  LUXE

by

KELLERWILLIAMS

*Luxury*

INDIA'S 1<sup>ST</sup> LUXURY PROPERTY SHOW



**DON'T GO TO GURGAON THIS SUNDAY!!**

**because**

**GURGAON REAL ESTATE is coming to WEST DELHI**

**More people are buying ultra luxury homes in India. Here's why**

Real estate developers are looking into the ultra luxury market in India. The market is growing rapidly and is expected to reach a value of \$10 billion by 2025. The market is growing rapidly and is expected to reach a value of \$10 billion by 2025.



**3,000 applications for 1,137 Gurgaon luxury apartments priced at over Rs 7 crore each: What's on offer**

The market is growing rapidly and is expected to reach a value of \$10 billion by 2025. The market is growing rapidly and is expected to reach a value of \$10 billion by 2025.



**BUSINESS INSIDER INDIA**  
**Posh neighborhoods, fabulous views, and heated infinity swimming pools: luxury real estate in India is booming**

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**Home - Real Estate / Luxury Property prices up 8-10%: Delhi NCR, Mumbai top list: Report**

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**How the neo rich are fuelling India's luxury real estate market**

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**Why Luxury Housing Market Seeing Huge Demand After Budget 2023 Announcement**

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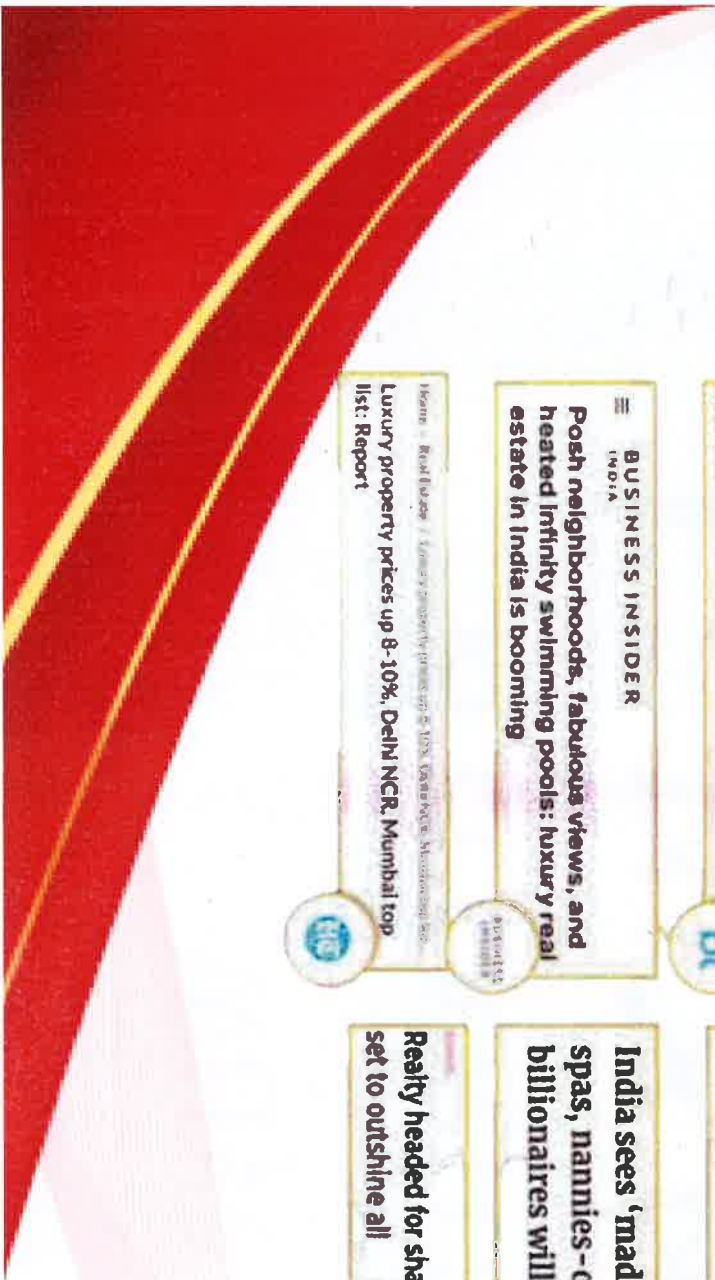
**India sees 'mad rush' for luxury homes with spas, nannies - on-call: 'millionaires and billionaires will buy'**

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**Realty headed for sharp growth in 2023 with luxury segment set to outshine all**

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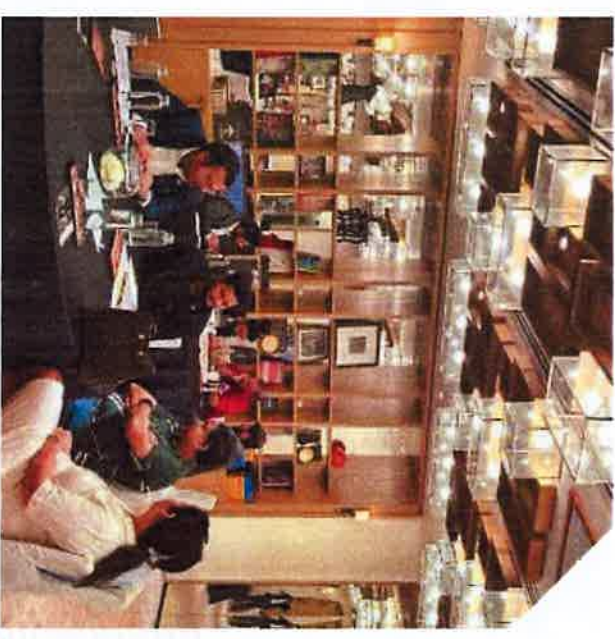
# THE 'PURPOSE'?

➡ To market your luxury project/s to a diverse section of **Ultra HNIs & HNIs** visitors under one roof!

# THE EXCLUSIVITY

➤ No brochure gatherers, assuring the strategic delivery of your publicity material

➤ A controlled show environment which would be ideal for one-to-one meetings.



➤ No loud advertising distractions, convenient and relax meeting space

➤ An environment congenial to laptop presentations and out of home meetings

➤ Registration counter for capturing and guiding all attendees

# THE EXECUTION - OFFLINE

👉 **Outdoor Hoarding:** - Roadside banner & Hoardings in Prominent locations in Gurgaon

👉 **Full Page ad:** - Prominent Newspapers

👉 **On-ground activation:** - In-person meeting in the prominent areas of Gurgaon, South & West Delhi with business owners, Investors, HNI, Ultra HNI for right target audience

👉 **Personalized Physical Invitation:** – Personalized physical invitation for each potential client for better turn out at the event

👉 **Personalized VIP Passes:** – Personalized VIP Passes for each potential client for better turn out at the event

**WALKER/ROADSIDE BANNER/PAMPHLET  
DISTRIBUTION/ NEWSPAPER INSERTION**



**WALKER**



**ROADSIDE BANNER**



**PAMPHLET  
DISTRIBUTION**



**NEWSPAPER  
INSERTION**

# PERSONALISED INVITES / VIP PASSES



## PERSONALISED INVITES



## VIP PASSES

PROPLUXE IN ASSOCIATION WITH ANANTRAJ



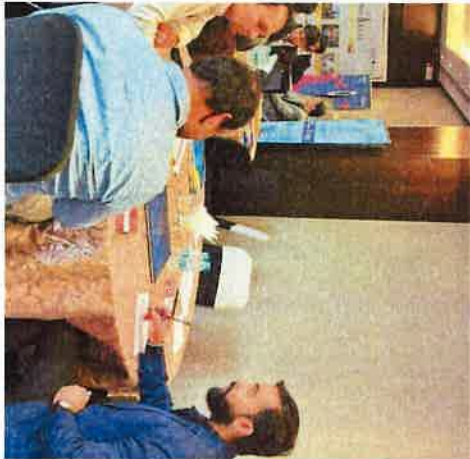
Anant Raj

PROPLUXE  
INDIA'S 1<sup>st</sup> LUXURY PROPERTY SHOW

KELTERWILLARDS  
Luxury



PROPLUXE IN ASSOCIATION WITH  
ADANI



# THE TARGET GROUP

➤ BUSINESS OWNERS

➤ INVESTORS

➤ HNIS

➤ ULTRA HNIS

➤ SOCIAL CLUB MEMBERS

➤ PREMIUM APARTMENT OWNERS

➤ PREMIUM CAR OWNERS



PROP LUXE | KELLERWILLIAMS  
INDIA'S 1<sup>ST</sup> LUXURY PROPERTY SHOW  
Luxury

Thank You