

Do's & Don'ts OF MARKETING AFFORDABLE HOUSING PROJECTS



MARKETING





Brand Positioning

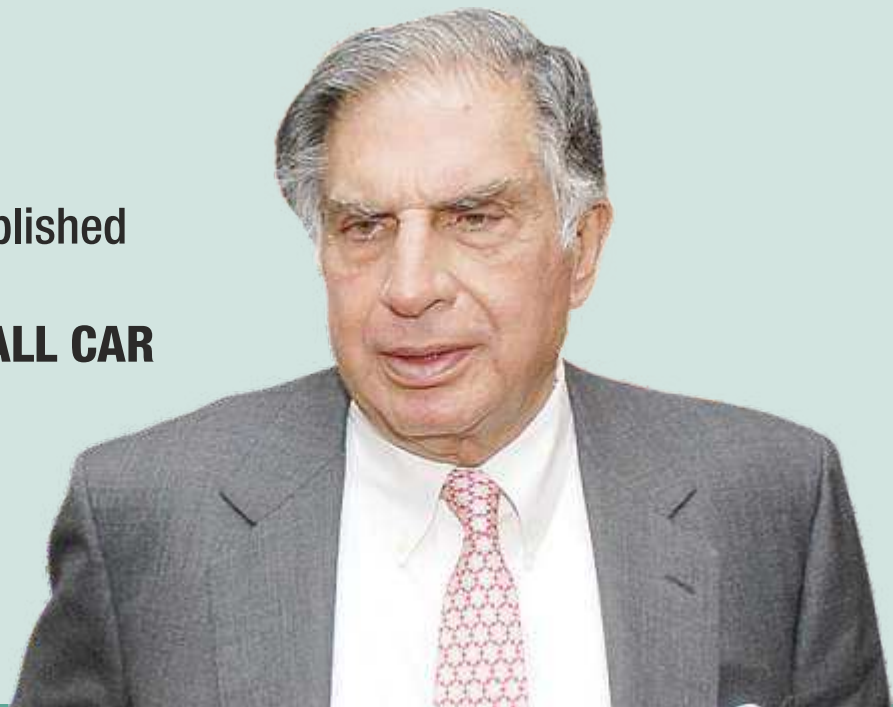
- Brand positioning remains highly crucial to face the cut throat competition in the highly volatile and dynamic markets.
- A brand can only succeed if it is able to capture a unique and specific image and position in relation to its competitors.
- The main dimensions of branding are brand positioning and brand image.
- Both are the psychological attributes but play a crucial role when it comes to success or failure of a brand in market
- Positioning is a marketing method for creating the perception of product, brand or identity. Positioning is where your product's image is placed in relation to image of your competitor's products.
- Brand positioning is the sum of all activities that position the brand in the mind of the customer relative to its competition.
- Positioning is not about creating something new or different, but to manipulate the mind set and to retie existing connections
- The product can be a leader in the market, when the product attributes are coupled with marketing efforts.

TATA NANO – A CASE STUDY



Ratan Tata announces his vision of the small car. Says ideal price level of an affordable family car should be about \$2500 or ₹1 Lakh.

Tata motors Ltd.- Brand established in INDIA announces it's another milestone-A SMALL CAR



TATA NANO – A CASE STUDY

- Tata Nano popularly known as people's car was launched – it was not just a business opportunity, but **also a tool to improve quality of lives of millions of Common Indian** who were facing the dangers of fast paced roads and everyday were being exposed to accidents due to non-affordable four wheelers.
- The Tata Nano is a small car manufactured by Tata Motors made and sold in India. Nano was initially launched with a price tag of **100,000 (US\$1,600)** which was ultimately increased with time. Designed to lure India's burgeoning middle classes away from two-wheelers, it received much publicity





TATA NANO – Failure Reasons

DELHI 34°C English | Epaper | GadgetsNow Claim your

THE TIMES OF INDIA
BUSINESS

SELL YOUR OLD PHONE
online
Recycle Device

Sell old / used mobile phone
online
Ad: Recycle Device

[Business](#) [Budget](#) [India Business](#) [International Business](#) [Sensex](#) [Photos](#) [Videos](#) [GST](#) [Tax Calculator](#) [Small Business](#)

[Budget](#) [IFSC](#) [PAN Card](#) [Aadhaar Card](#) [IPO](#) [Income Tax](#) [Savings Growth Calculator](#)

NEWS / BUSINESS NEWS / INDIA BUSINESS NEWS / RATAN TATA: MARKETING NANO AS 'CHEAPEST CAR' WAS A MISTAKE

TOP SEARCHES:

ITR Filing Last Date

ITR Filing Online

ITR Late Fine Penalty

Digital Signature Certificate

ITR

Ratan Tata: Marketing Nano as 'cheapest car' was a mistake

PTI | Updated: Nov 29, 2013, 19:28 IST



A-

A+



Ad

7 most inspiring places to watch football

RED BULL



Ratan Tata said Nano could be marketed as a changed product in Europe to tap interest on the car outside India.

SINGAPORE: The Tata group may consider launching its small car Nano in a new avatar in another country like Indonesia, where it doesn't have the 'stigma' of being 'the cheapest car', and bring it back to India for a fresh start with a new image, according to chairman emeritus Ratan Tata. Tata, who stepped down as the chairman of the salt-to-software conglomerate last December,





TATA NANO – Failure Reasons

FINANCIAL EXPRESS

Market

Companies

Economy

Tech

Mutual Funds

Stocks

Currency

Opinion

E-Paper

Apps RSS

EXPRESS DRIVES

CARS

BIKES

REVIEWS

PHOTOS

VIDEOS

Search here

Q



OX

Auto / Car News / The Tata Nano might soon be killed and here's why

The Tata Nano might soon be killed and here's why

The future of Tata Nano seems uncertain as Tata Motors pursues a new growth strategy. We explain why and what went wrong for the Nano through its journey.

By: Arpit Mahendra | Updated: February 7, 2017 10:48 AM



airtel 4G

iPhone 8 on the Fastest Network

At a down payment of ₹16,320

Get now

iPhone 8

T&C apply

VISA

Contactless Visa Card. Look. Tap. Go.

CLICK HERE TO KNOW MORE

TRENDING

Car Discounts in March 2018: From Rs 70,000 off on Maruti Alto K10 to Rs one lakh off on Honda CR-V



TATA NANO – Failure Reasons

Looks like it might be the end of the road for Tata Nano

The entry-level car developed by Tata Motors, envisaging a safer and affordable two-wheeler alternative to families, sold just three units last month

PTI | Updated: July 05, 2018, 09:48 IST

[Share 2](#) [G+ Share](#) [in Share](#) [Tweet](#)



Subscribe ETBrandEquity Newsletter
25000+ Industry Leaders already read it everyday
Your Email [Join Now!](#) *It's Free*

ET **BRANDEQUITY**
An initiative of The Economic Times

IBM

LIVE WEBINAR
Deliver Omni-Channel Customer Experiences in Banking with AI-Driven Campaigns
8th August 2018
03:00 PM IST
[Register Now](#)

Trending In Business Of Brands



TATA NANO – Failure Reasons

Ratan Tata had admitted that the company made the mistake of promoting the Nano as **‘THE CHEAPEST CAR’**

Without a customer’s context even A GREAT PRODUCT CAN FAIL.

Indian Customers want **‘VALUE FOR MONEY’**, they want key features but at a certain value and this is where the NANO missed consumer aspiration.



AIR DECCAN (2003-2008)

“I want every common man in India fly”

- Capt. Gopinath is credited with opening up the aviation industry with India's first low-fare carrier called Air Deccan.
- Air Deccan was India's South West Airlines. It made air travel affordable and many Indians had a chance to experience traveling in a plane..
- Kingfisher took over this brand followed by rebranding it as Simplify Deccan
- Kingfisher got a larger marketshare to fight Jet Airways. More over Air Deccan was creating huge problems for full service airlines.
- The death of this brand is a huge loss. All airlines have jacked up prices, cut many routes and scaled down their operations .
- Capt. Gopinath was very close to starting Air Deccan Version 2, with a bunch of foreign investors early this year. The investors developed cold feet after the surprise launch of the much stronger AirAsia-Tata LCC.



AIR DECCAN (2003-2008)

The Reasons for Failure of Air Deccan

Problems of Micro-management – Non Delegation of Authority

Mucked up operations - Operational mess due to which it acquired a bad reputation for cancellations, lost bags and very poor on time performance.

Poor Organization Structure/ Processes

Slow response to external changes - The airline business is complex anywhere in the world and even more so in India. It burns cash fast, is highly regulated and produces a commodity that is worth nothing if not sold in time



CONCLUSIONS

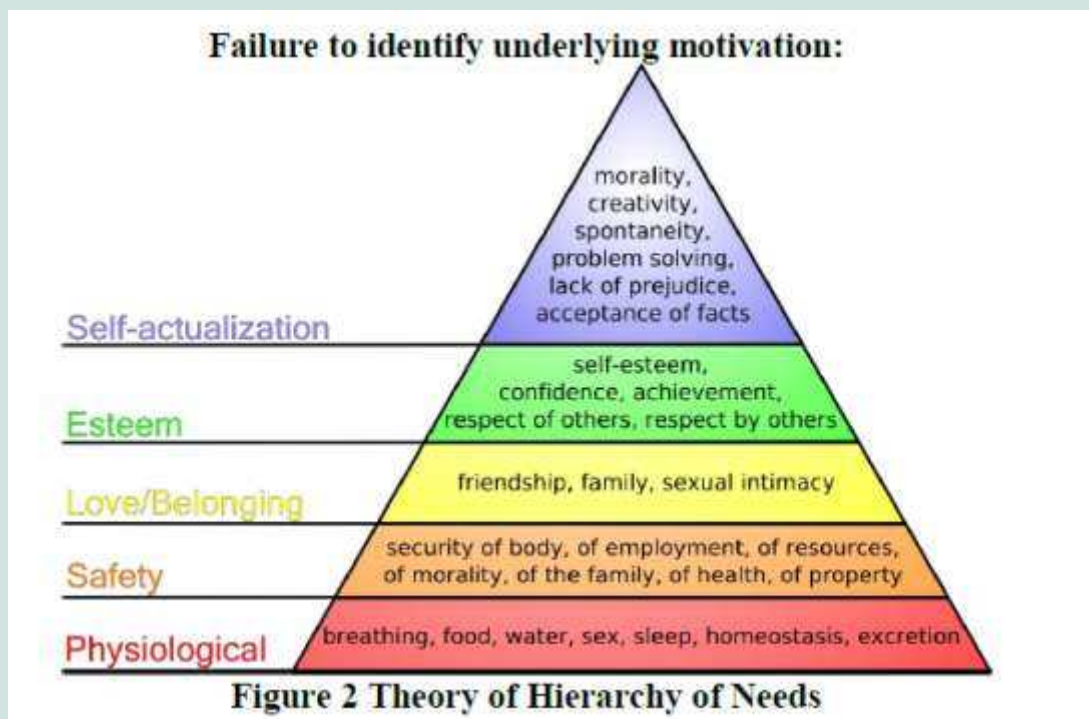
Dos & Don'ts of Marketing, Branding & Selling of Affordable Housing



CONCLUSIONS-DO'S

Know Your Buyers WELL : Market Research

- Understand their needs, priorities, demands of the Target Audience.
- Know your competition well.
- Find out and fix the differentiation between our product and competition.



CONCLUSIONS-DO'S

Design your Product well:

- As per the result of Market Research
- Sustainability of the business Model
- Cost of production , profit margins



CONCLUSIONS-DO'S

Brand Positioning

- Hire A best Advertising Agency
- Have a very strong **USP (Unique selling Proposition)** and Differentiator e.g. Value for money
- Create a strong perception about your product by designing high quality marketing collaterals like brochures, site brandings, brand language & communication but should be understandable and easily convincing the target group.





- Plan and Monitor- 360 degrees marketing and sales campaign which can be easily penetrated, understood & influence this segment. e.g. ads in local news papers, outdoor media like hoardings, bus and auto panels, and radio channels.
- Sell the Surroundings – while advertising give importance to surroundings and basic amenities around the project, e.g. schools, colleges, market area , hospitals, amenities in projects like open areas, community space gardens etc.
- Always highlight the point ‘ **how buying this product is going to change their life positively** ‘ in all the communications.



CONCLUSIONS-DO'S

Strong Sales and Marketing Team

- Strong Marketing Team – to handle these prospective buyers.
- To be in a role of Councilor than a Seller
- Make the Customer feel important.
- Clear and Simple Messages with no Ambiguity – To maintain transparency in the whole process of buying and selling to gain their trust.





CONCLUSIONS-DON'Ts

NEVER PROJECT YOUR PRODUCT AS CHEAP OR CHEAPEST

Do not make the marketing material cheap or non classy which will make them feel that they are buying a cheap home with cheap specifications of low quality

Do not use the language in your marketing communication which can't be understood by the target buyers where it will look unachievable for the TG



CONCLUSIONS-DON'Ts

- **Avoid Typical Sales Talk - Do not treat the prospective client casually , and create confusions**
- **Do not hide the facts**
- **Do not use any Advertising Media which is beyond the reach of your target audience.**
- **Do not focus only on Press and digital marketing'**



BRAND LANGUAGE

वाजवून पैसे द्या.
वाजवून घर घ्या.

स्वतःवर प्रयोग करु नका.

'वास्तुशोध' सादर करीत आहे- सर्व सरकारी मान्यता असणारं,
वेळेत ताब्याची खात्री देणारं पिरंगुट येथील दुसरं 'अर्बनग्राम'!



सुंदर जीवनशैली देणाऱ्या मॉडर्न अपेनिटीज

- जलट कोअर फिटनेस क्लब • जॉगिंग/बाईक ट्रॅक
- हॉमिनी बलकेटबॉल कोर्ट • ऑपेकी क्लब हाउस वरपरिंग एरिया

निवातपणा देणाऱ्या आऊटडोअर अपेनिटीज

- सेरेन पार्क • रिचलेव्हान गुरू जॉड स्क्वअर • कॅपिंग एरिया
- मिक्सिक एरिया • सोनियल सिटीकन एरिया • रिज मिडिल डेस्क

निसर्गाच्या आणखी जवळ नेणाऱ्या सोयीसुविधा

- स्टार रेडिंग • डॉड वॉकिंग डेक • डॅनरव्या गार्डन
- हॉल गार्डन • स्ट्रीम एज गार्डन

LEGAL DETAILS OF THE PROJECT:

1 BHK	37 Sq. Mtr.	19.46 L
2 BHK	56.61 Sq. Mtr.	30.54 L

प्रिमम सर्ववर्गीय, रु.50 हजार देऊन बुकिंग, सहा शोर्मेंट, 90% गृहकार्य उदरग.

वर दिलेले पॅरीपे बळार निव्हेनुवर कॅरीट एरिया व स्के पीटलपदे वळेर.

NA Order No: PMA/NA/SR/111/14 Possession: 3yrs.

EC No: SEAC-2013/CR-345/TC-2 Amenities Completion: 4yrs.

TP Approval No: PRA/NA/SR/111/2014 Project Completion: 5yrs.

देताना वेळवून मळी आणा! कॅपिटल ऑफिसासुन राईट व्हिजिटवी बळार गीय.

vastushodh
beginning

Call: 86 57 77 33 77

CORPORATE OFFICE: 101, Lotus Plaza, Opp. Karishma Society, Off Karve Rd, Kothrud, Pune 38

SITE: S. No. 422-422A, Opp. Vulkan Technologies, Lavasa Road, Pirangut-Urawade, Pune 412108

/vastushodh | www.vastushodh.co.in

Size: 16 x 24 cms
Kesari



BRAND LANGUAGE

ऑफर्स की बाढ़ तो बहुत मिलेगी,
लेकिन घर आपको **GAURS** ही देगा।

एक रिश्ता एक विश्वास

GAURS
SIDDHARTHAM

2 & 3 BHK APARTMENTS
SIDDHARTH VIHAR, NH-24, GZB.
NEXT TO INDIRAPURAM

POSSESSION IN
MARCH 2021

RERA Registration Number: UP/RERA/PJ/2035

₹36 LACS
ONWARDS
ALL INCLUSIVE

₹2.67 लाख तक की समिती,
प्रधान मंत्री आवास योजना
के अंतर्गत

- WVI connected to main NH-24 (NH-6). Approved 16 lane Expressway
- 2 Km from proposed metro station (New Bus Stand, Ghazipur)
- 4 Km from Ghazipur Railway Station
- 4 Km from Sector 62, Noida
- 7 Km from Delhi Border
- School and Temple within the project

GAURS GROUP

Gaur City Park, Plot No-1, Ashay Khurd II, Indrapuram, Ghazipur-201018

CALL FOR FREE SITE VISIT

+91-9310 606 606/9555 80 2222

Find our RERA Registered Projects at:
www.up-rera.in

#GAURSFORU

22 YEARS OF COMMITMENT

44 SUCCESSFUL PROJECTS

35000+ DELIVERED UNITS

RECORD HOLDER FOR MAXIMUM DELIVERED UNITS IN A SINGLE YEAR (INDIA)

*Linked Period Scheme, Terms and Conditions Apply



BRAND LANGUAGE

PRESENTING FIRST-EVER VALUE HOMES BY VASCON.

AN INVALUABLE OPPORTUNITY FOR YOU AT KATVI, TALEGAON.



VASCON
GOODlife

**ONE PRICE
PROMISE**

ANY APARTMENT. ANY FLOOR.

1RK

₹13.62 L

1BHK

₹21.18 L

2 BHK

₹27.74 L

- ALL INCLUSIVE PRICING -

With a legacy of more than 30 years in delivering some of the most premium properties in Pune and across India, Vascon presents a new era in Value Housing with Vascon Goodlife at Katvi, Talegaon.

Are you ready for a Goodlife?



Spread across
10+ acres at Katvi,
Talegaon



A secure and
well-planned
gated community



1 RK, 1 BHK &
2 BHK value
homes



Amenities
for all
age groups



Infrastructure
that nurtures
education & sports



Maharashtra, No.: Phase A: P52100016242, Phase B: P52100016237, Phase C: P52100016233
available at website: <https://maharashtra.mahachina.gov.in>

Disclaimer: All art renderings, illustrations, photographs and pictures contained in this advertisement are an artist's impression only and the same should not be construed to be the final image / view of the final project. Since the project is under evolution there is a possibility that there may be certain changes in the project as represented in this advertisement. Every interested purchaser should take note of this express representation. *Including Subsidy Development, T&C apply

BRAND LANGUAGE



**LUXURY HOME
AFFORDABLE PRICE**
Sector 10, Greater Noida (West)

ATS
The better way home.

ATS presents HomeKraft.



BRAND LANGUAGE



Designed by Padmabhushan
HAFEEZ CONTRACTOR

Booking Open

First Low Rise Floors (G+2)

1 BHK Starts @15.60 LAKHS

2 BHK Starts @21.60 LAKHS



SUNRISE
THE PREMIUM FLOORS
BY SIGNATURE GLOBAL

at Sector 35, Karnal



Call : 8510 920 920

CREDAI NATIONAL - AFFORDABLE HOUSING COMMITTEE



Mr. Shantilal Kataria

Chairman, Affordable Housing Committee
Credai National
President, Credai Maharashtra
Email:- katariashantilal@gmail.com

Mr. Majid Kachhi

Convenor, Affordable Housing Committee
Credai Maharashtra
Email:- kachhigroup@gmail.com

Mr. Suhas Merchant

Chairman, RERA
[Legal Committee Credai National]
Email:- srmerchant@vsnl.com

Mr. Mayank Modi

Credai NCR-Delhi

Mr. Sanket Shah

Credai Ahmedabad, Gujarat

Mr. Sachin Kulkarni

Convenor, Affordable Housing Committee
Credai National

Email:- sachin@vastushodh.co.in

Mr. Dilip Mittal

Convenor, Construction Cost Committee
Credai Maharashtra
Email:- dilip@mittalbrothers.com

Mr. Pankaj Kothari

Member Affordable Housing
Credai National
Email:- parkoakl@gmail.com

Mr. Suresh Patel

Credai Surat, Gujarat

Mr. Sarvesh Javdekar

Credai Pune Metro

Supporting Partner



Contact Us:
CREDAI

5th Floor, PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110 016

Tel: (011) 43126262/ 43126200 / Fax: +91 11 43126211 / Email: info@credai.org

Disclaimer :- The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.