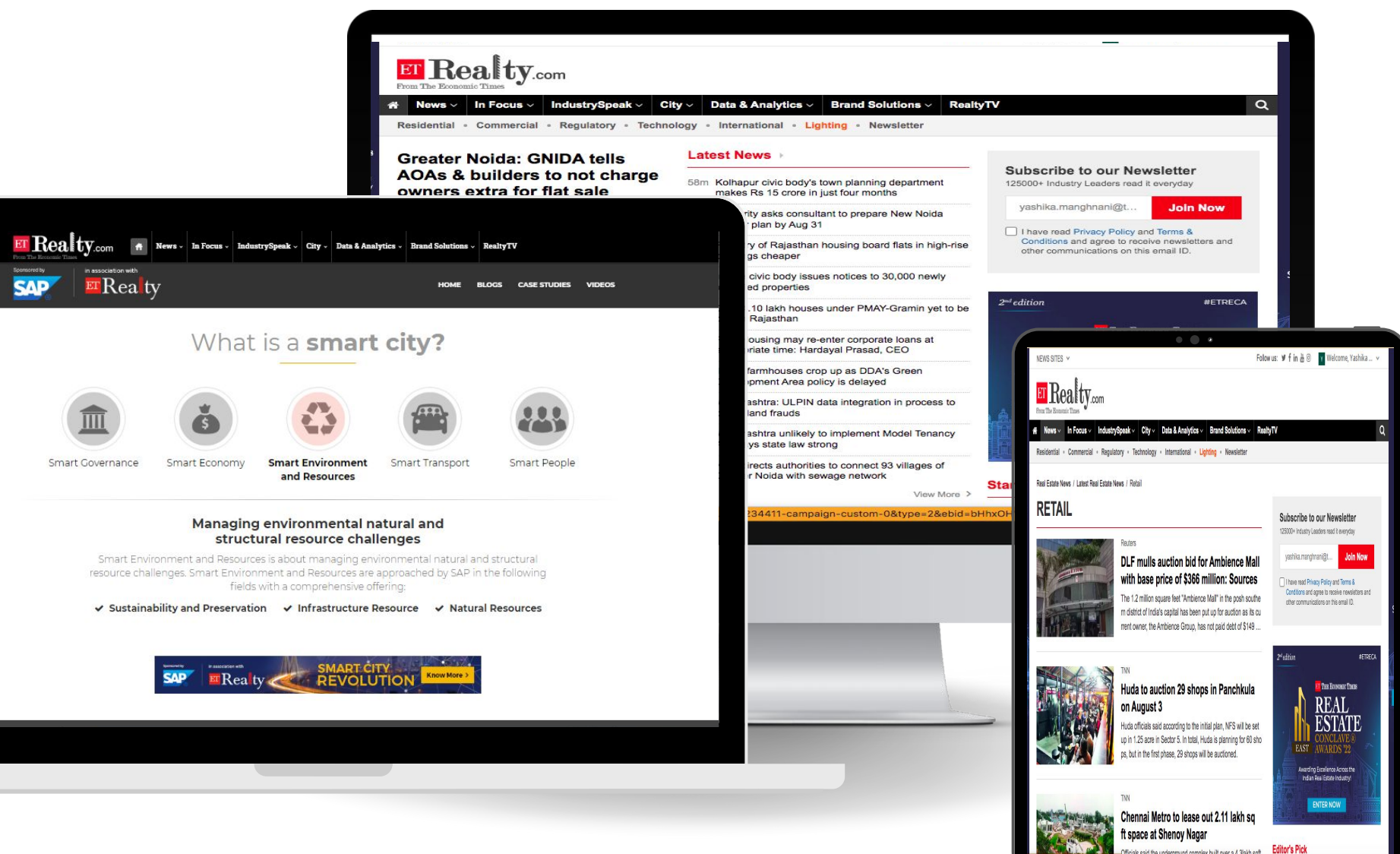


CONNECT. ENGAGE. GROW.

BROCHURE
ETREALTY.COM

WHAT WE DO?

ABOUT US



ETREALTY.COM, AN INITIATIVE OF THE ECONOMIC TIMES, IS A COMPREHENSIVE MEDIA VERTICAL OFFERING NEWS, VIEWS, INFORMATION, DATA, TOOLS, EVENTS AND SERVICES TO DECISION MAKERS, INFLUENCERS AND NICHE READERS INTERESTED IN THE OVERALL DEVELOPMENT IN THE **REALTY SECTOR**.

WITH MORE THAN 200,000 SUBSCRIBERS, ETREALTY ENGAGES ITS NICHE AND QUALITY AUDIENCE WITH NEWS, INFORMATION, DATA & TOOLS FOR INFORMED DECISION MAKING IN THE REAL ESTATE AND INFRASTRUCTURE INDUSTRY.

WE PROVIDE INFLUENTIAL INDUSTRY LEADERS, ENTREPRENEURS AND MILLENNIALS WITH CRITICAL BUSINESS INSIGHTS BY LEADING UNPARALLELED ACCESS TO THE WORLD'S MOST POWERFUL PEOPLE.



OUR INDUSTRY VERTICALS



RESIDENTIAL

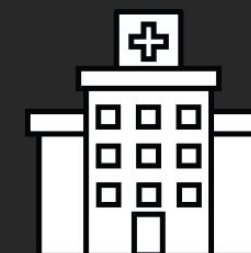
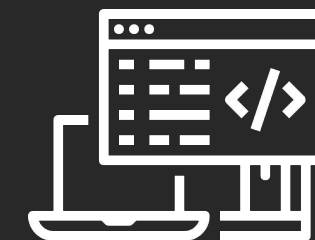
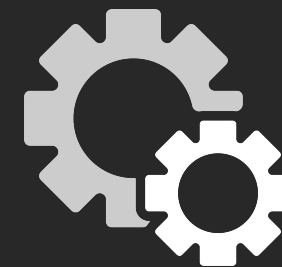
TECHNOLOGY

COMMERCIAL

INTERNATIONAL

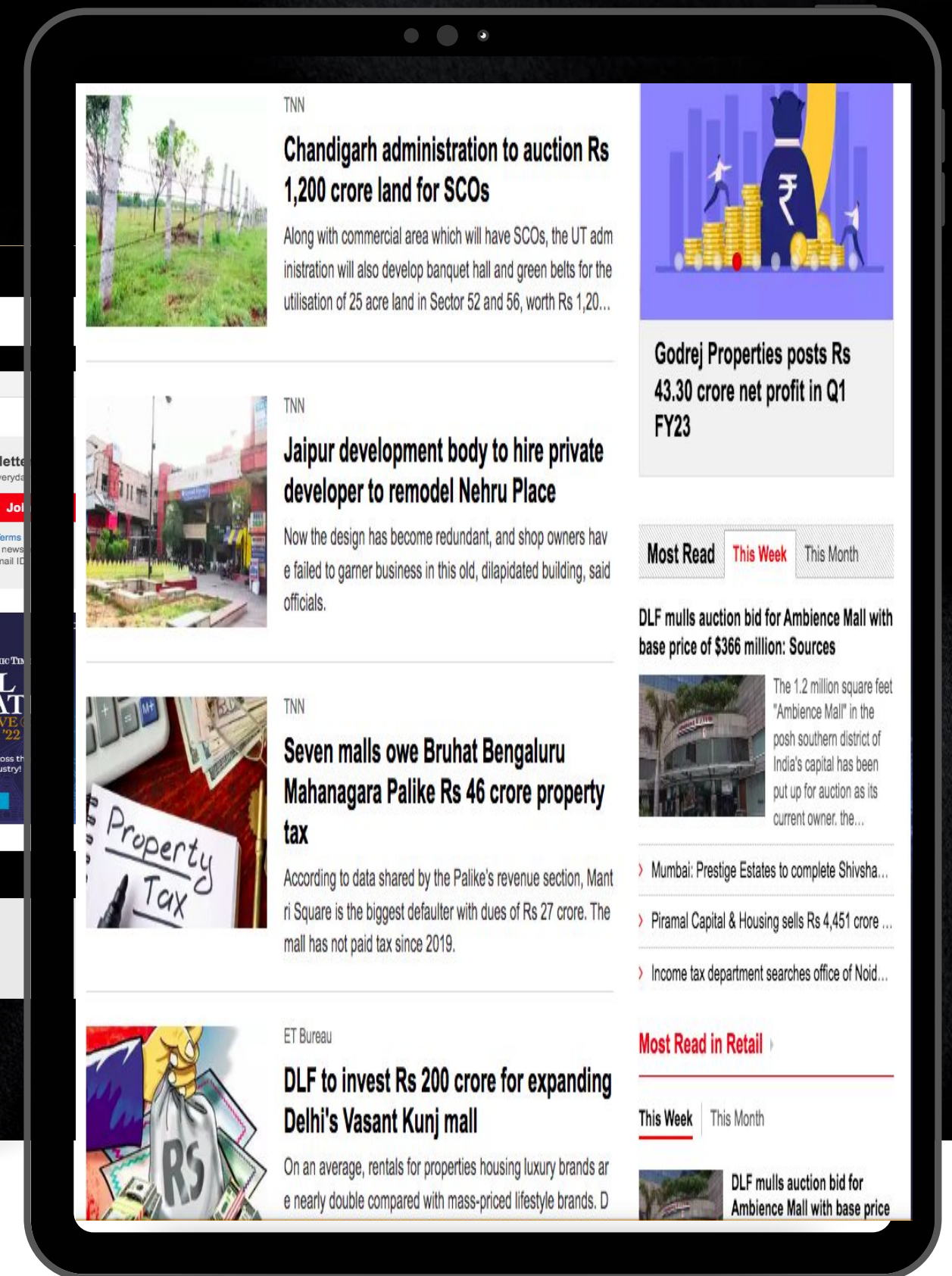
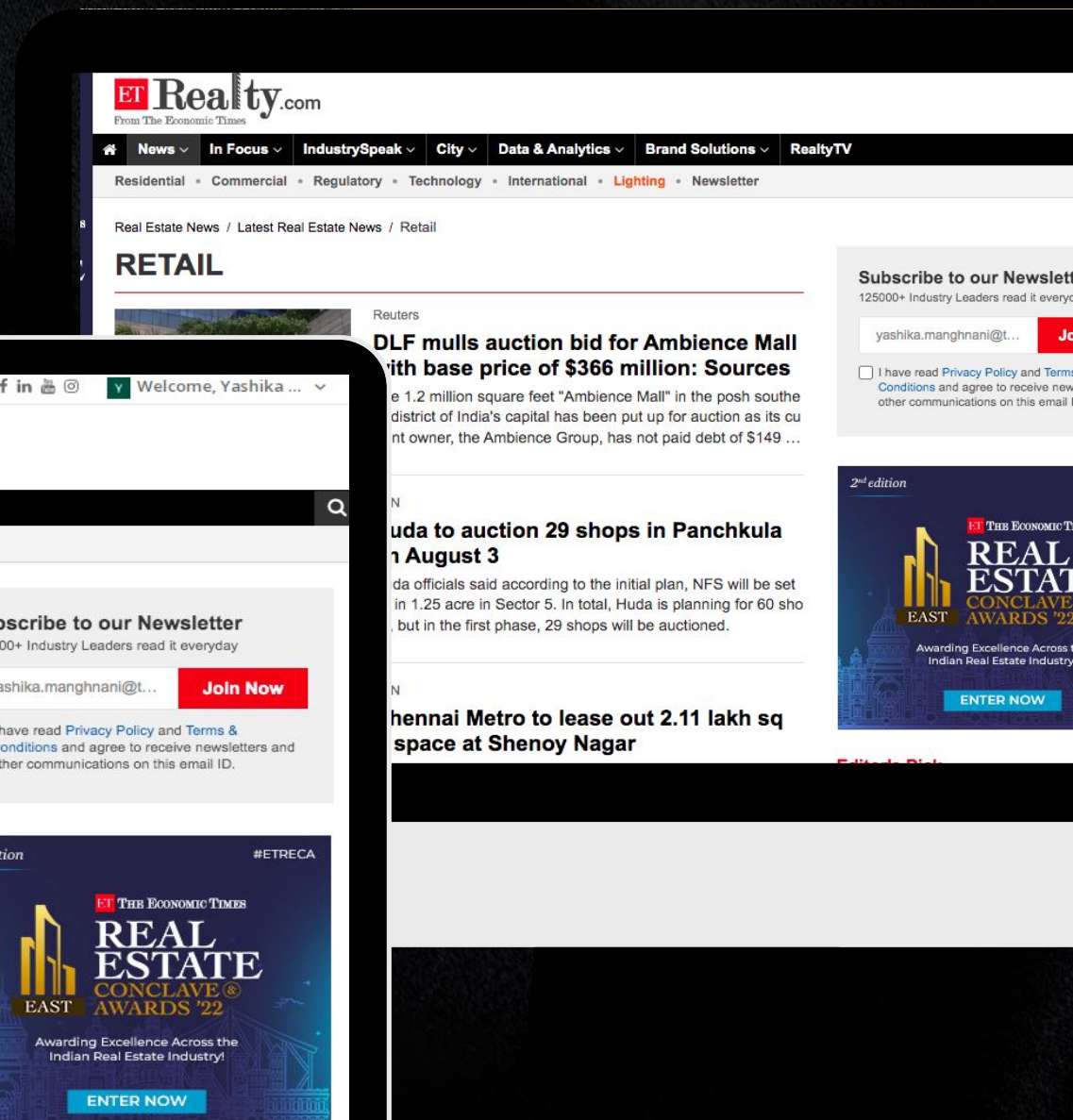
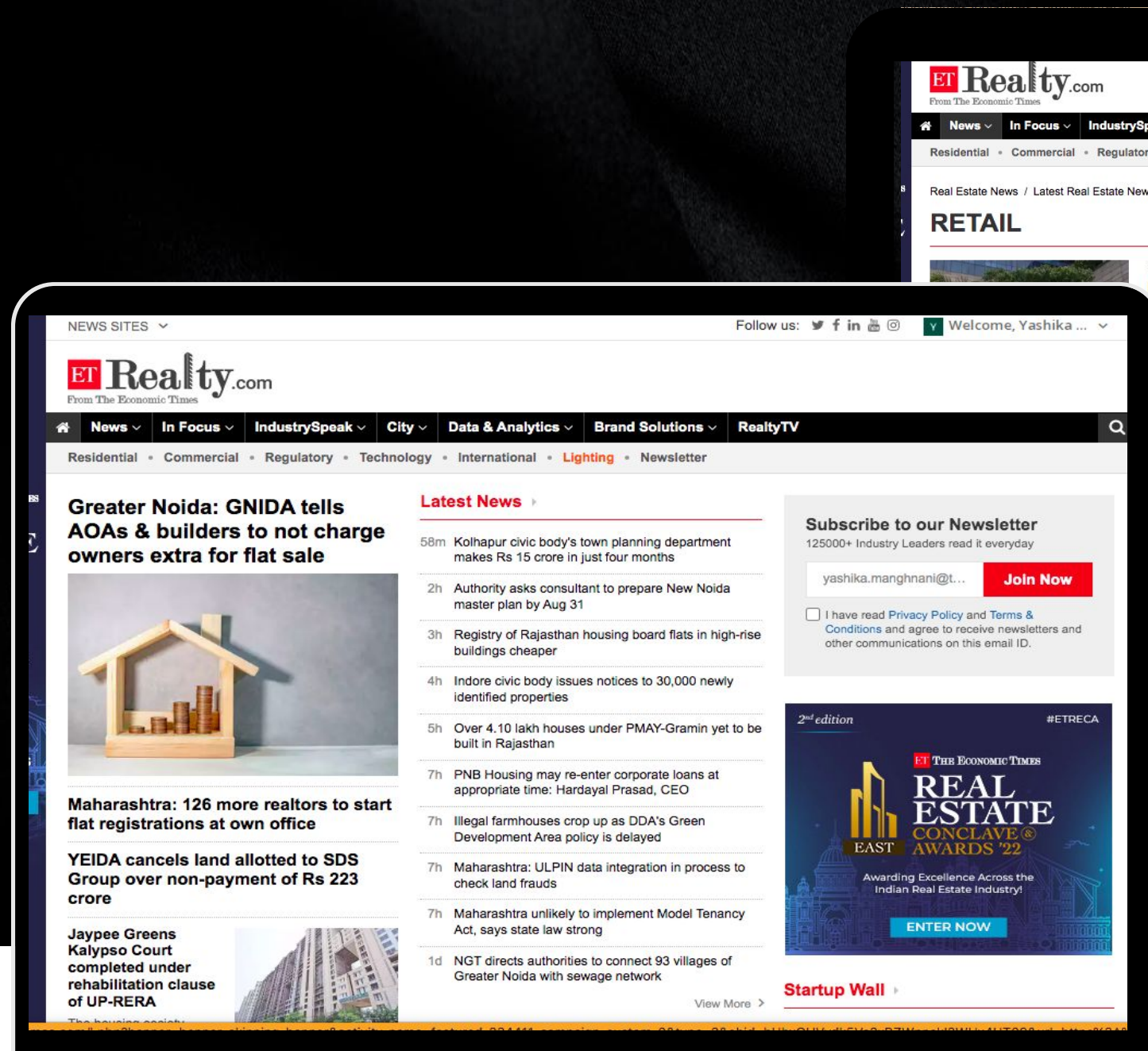
REGULATORY

LIGHTNING



OUR WEBSITE

ETREALTY.COM



MICROSITE (CONTENT HUB)

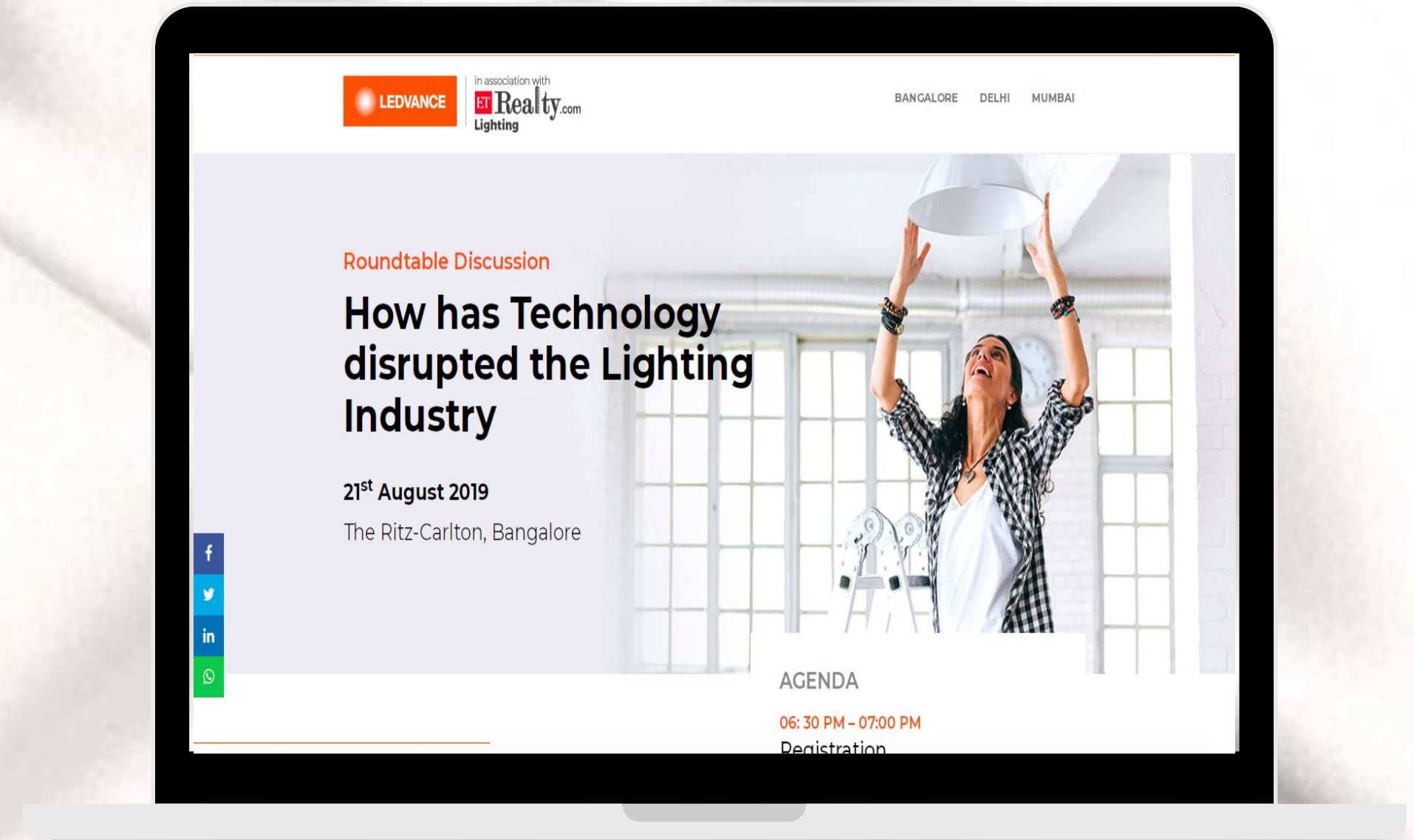
THE MICROSITE (ALSO CALLED THE CONTENT HUB) WILL BE THE BASE OF ALL THE CAMPAIGNS. ALL THE **MARKETING ACTIVITIES** RELATED TO THE CAMPAIGNS WILL DIRECT PEOPLE TO THIS SITE WHERE WE CAPTURE THEIR DETAILS AND **ENGAGE** THEM.

THE MICROSITE WILL
BE HOSTED IN THE
BRAND SOLUTIONS
SECTION OF
ETREALTY

ALL THE CONTENT RELATED
TO THE CAMPAIGN WILL BE
HOSTED ON THIS SITE AND
ALL THE MARKETING
ACTIVITIES WILL BE
DIRECTED HERE

THE MAINTENANCE
AND UPDATING OF
THE MICROSITE WILL
BE TAKEN CARE OF BY
THE ETREALTY TEAM

ALL THE DETAILS
REGARDING THE ACTIVITIES
OF THE CAMPAIGN WILL BE
AVAILABLE ON THE
MICROSITE



WHY ETREALTY?

BRAND AWARENESS

ETREALTY IS A PLATFORM FOR CREATING BRAND AWARENESS AMONG THE TARGETED AUDIENCE AND ALSO TAKING BRAND RECOGNITION A STEP FURTHER.

BRAND CREDIBILITY

ETREALTY ALLOWS TO ESTABLISH BRAND CREDIBILITY BY PROVIDING A PLATFORM FOR EXPERTS TO COME TOGETHER FOR ONE EVENT, THIS WILL CREATE A TRUSTWORTHY AND CREDIBLE IMAGE AMONG THE TARGETED AUDIENCE.

LEAD GENERATION

ETREALTY ALLOWS CLIENTS TO INTRODUCE THEMSELVES PROPERLY WITH THEIR TARGET AUDIENCES, INCLUDING PROSPECTS, CUSTOMERS, EMPLOYEES, AND SUPPLIERS.

AWARENESS

CREDIBILITY

LEAD
GENERATION



SUBSCRIBERS' PROFILE



- ENTREPRENEURS
- BUSINESS OWNERS
- C-SUITE & TOP MANAGEMENT
- GOVERNMENT OFFICIALS
- BUSINESS DECISION MAKERS
- PROJECT & PRODUCTION MANAGERS

TO CHECK OUT THE FULL LIST OF OUR RECENT SUBSCRIBERS, [CLICK HERE](#).



357,676
MONTHLY
PAGE VIEWS



351,800
NEWSLETTER
SUBSCRIBERS



155,159
MONTHLY
UNIQUE VISITORS

OUR NUMBERS SERVED

STATS FROM
JULY-2022



PANEL DISCUSSION WEBINAR INTERVIEW SERIES PODCAST NETWORKING EVENT ROUND TABLE LEAD GENERATION

ACTIVITIES BY ETREALTY

ACTIVITIES CAN BE CUSTOMIZED ACCORDING
TO CLIENT'S PERSPECTIVE

ON-GROUND & VIRTUAL PANEL DISCUSSION

PANEL DISCUSSION INVOLVES GROUP OF CIOs, CFOs AND OTHER INDUSTRY LEADERS TO DISCUSS A TOPIC IN FRONT OF THE TARGET AUDIENCE FOR CREATING AWARENESS RELATED TO PARTICULAR DOMAIN OR TOPIC.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)

[PREVIOUS EDITION](#)



WEBINAR

WEBINAR IS A TOOL TO ENGAGE WITH CONSUMERS AND CLIENTS AND TO INCREASE SALES BY USING THIS TOOL, YOU CAN EFFECTIVELY GATHER A LARGE AUDIENCE THAT IS SPREAD OUT GEOGRAPHICALLY AND BE ABLE TO SHOWCASE YOUR PRODUCTS AND SERVICES TO YOUR AUDIENCE.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)

[PREVIOUS EDITION](#)



INTERVIEW SERIES

INTERVIEW SERIES INVOLVES CONDUCTING INTERVIEWS OF CIOs, CFOs, AND OTHER INDUSTRY LEADERS TO LET THE USERS KNOW ABOUT THEIR EXPERIENCES, STORIES, AND PATH OF GROWTH.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)

[PREVIOUS EDITION](#)



PANEL DISCUSSION WEBINAR INTERVIEW SERIES **PODCAST** NETWORKING EVENT ROUND TABLE LEAD GENERATION

PODCAST

PODCASTS CAN HELP REACH OUT TO NEW AUDIENCES FOR YOUR BUSINESS. PODCASTS CAN HELP IN BUILDING FAMILIARITY WITH A WIDE RANGE OF AUDIENCES. LISTENERS USUALLY SUBSCRIBE TO THE SERIES AND REGULARLY LISTEN.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)

[PREVIOUS EDITION](#)



NETWORKING EVENT

NETWORKING EVENT, AS THE NAME SUGGEST IS AN OPPORTUNITY TO BUILD NETWORKS WITH DIFFERENT LEADERS AND STAKEHOLDERS ALONG WITH OTHER DIFFERENT ACTIVITIES BY ETREALTY ALLOWS TO CREATE BRAND CREDIBILITY.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)



PANEL DISCUSSION WEBINAR INTERVIEW SERIES PODCAST NETWORKING EVENT **ROUND TABLE** LEAD GENERATION

ROUND TABLE

ROUND TABLE IS A CLOSED ROOM DISCUSSION BETWEEN INDUSTRY LEADERS ON A PRE-DETERMINE TOPIC. THROUGH THIS EXCHANGE OF IDEAS AND POINTS ORGANIZATION CAN MOVE A STEP FORWARD TOWARDS INNOVATION.

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)

[PREVIOUS EDITION](#)



LEAD GENERATION

LEAD GENERATION HELPS A BRAND IN BUILDING VISIBILITY, CREDIBILITY, TRUST, AND INTEREST FROM A SPECIFIC GROUP OF PEOPLE (POTENTIAL LEADS). SO BY FOCUSING ON LEAD GENERATION, IT CAN HELP DRIVE TRAFFIC FROM HIGH-QUALITY PROSPECTS

FOR MORE DETAILS, CHECK OUT:

[DESCRIPTION](#)



INDIA REALTY CONGRESS'18

THE REAL ESTATE REGULATORY ACT, THE MOST IMPORTANT AND LONG-PENDING REGULATION FOR THE REAL ESTATE SECTOR, IS FINALLY COMING INTO EFFECT FROM MAY 1 THIS YEAR. THE ACT IS EXPECTED TO BRING TRANSPARENCY TO THE SECTOR AND SET ACCOUNTABILITY FOR ALL THE STAKE HOLDERS, THEREBY TURNING A MAJORLY UNORGANISED SECTOR TO AN ORGANISED ONE. SINCE THE ENTIRE COMPLIANCE REGIME FOR COMPANIES IN THE REAL STATE SECTOR IS SET TO CHANGE AFTER MAY 1, THIS EVENT WILL HELP THE STAKEHOLDERS TO KNOW ABOUT THE CHANGE AND ADAPT TO THE NEW REGIME SEAMLESSLY.

4

POWER PACKED SESSIONS

1

IN-DEPTH Q&A SESSION

30+

INDUSTRY EXPERTS

200+

INDUSTRY PROFESSIONALS



DIGITAL MARKETING VIRTUAL SUMMIT 2020



ETREALTY.COM DIGITAL MARKETING VIRTUAL FORUM 2020 AIMS TO BRING THE REAL ESTATE DEVELOPERS, CONSULTANTS, BROKERS AND OTHER STAKEHOLDERS ON A COMMON PLATFORM AND DISCUSS THE WAYS TO MARKET AND SELL THEIR PROJECTS IN THIS UNPRECEDENTED TIME AND ALSO HELP BRING THE INDUSTRY OUT OF THE CURRENT SLUMP AND TAKE IT TO THE HIGH GROWTH PATH.

THE VIRTUAL FORUM WILL BE A PLATFORM FOR ALL THE STAKEHOLDERS TO COME UP WITH INNOVATIVE IDEAS TO MARKET PROPERTIES AND SERVICES.

OUR ASSOCIATES





CONTACT US

IF YOU HAVE ANY QUESTIONS OR LIKE TO
KNOW MORE ABOUT ETREALTY, PLEASE
FEEL FREE TO CONTACT US AT THE
FOLLOWING ADDRESS

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