

Joyville Shapoorji Housing launches 'Joy Ho Home Fest', makes home buying easy with attractive offers

- ✓ *Attractive benefits on GST*
- ✓ *Attractive benefit on home loan interest rate*
- ✓ *Just pay Rs. 9999/- to reserve your dream home*

Mumbai, August 05, 2021: Business conglomerate Shapoorji Pallonji's housing platform Joyville, for the first time has announced the launch of 'Joy Ho Home Fest' in an effort to encourage homebuyers to avail a bouquet of offers while purchasing their dream home. The 'Joy Ho Home Fest' is an offer-led Independence month campaign to showcase five residential projects namely Joyville Howrah (near Kolkata), Joyville Gurugram (Sector 102), Joyville Virar (near Mumbai), Joyville Hadapsar Annexe (East Pune) and Sensorium (West Pune).

The campaign comprises a medley of three brand films and various creative assets which have been rolled out on digital platforms and OOH.

The 'Joy Ho Home Fest' is designed by the company as an effort to provide financial relief to homebuyers while booking their dream homes. The campaign will enable homebuyers to pay an Expression of Interest (EOI) amount of Rs. 9999/- to reserve their dream home. The scheme also allows customers to avail attractive discounts which bring down the effective rate of interest on home loan to 2.99 per cent for a fixed tenure.

That's not all. As per the scheme the homebuyers can avail additional benefit equivalent to 50% on the applicable GST on the consideration value while booking an apartment before August 31, 2021.

The offers are applicable to selected under-construction apartments. In case of any cancellation, the homebuyers will receive 100% refund on the EOI amount paid.

Prospective home buyers who are unable to visit the project sales offices can also book their dream home using Joyville's online sales platform. The company has developed this virtual platform to provide an actual site visit experience to the prospective homebuyers.

Speaking on the launch of this campaign, Mr. Sriram Mahadevan (Managing Director, Joyville Shapoorji Housing) said, *"We are delighted to launch the Joy Ho Home Fest, Joyville's first multi-city property fest just before the festive season starts in India. In view of the adoption of the Work from Home concept amid the pandemic, people are looking to buy their first home and those who already own flats want to upgrade to bigger flats with better*

amenities without stretching their budget too much. We have also noticed that the housing demand is consolidating towards branded developers with better execution track records.”

“We believe that buying a home is one of life’s most cost-intensive financial decisions. Keeping that in mind, we wanted to give the sense of joy to our valued homebuyers with a number of offers that will provide considerable financial relief to them while booking their dream homes with us. We are confident that this home fest will be well appreciated by the domestic as well as NRI homebuyers,” said **Abhishek Badkul (Head Sales and Marketing at Joyville Shapoorji Housing)**.

Commenting on the campaign, Mr. Parikshit Pawar (Senior Vice President and Head of Marketing, Shapoorji Pallonji Real Estate) said, *“We went through multiple name options before arriving at ‘JOY HO Home Fest’. It certainly resonates well with the Brand, breaks linguistic barriers across cities and has a strong virality quotient. Furthermore, we have weaved in a host of content ideas around ‘JOY HO’ that will amplify the reach of this campaign nationwide. Through this multi-city fest, we are presenting an attractive bouquet of mega deals and offers to our home buyers, extending the ‘Joy of owning a home’ to many more. This IP surely has the potential to grow with time and become the new real estate anthem.”*

Joyville is a USD 200 million platform dedicated to developing accessible aspirational homes in India. It has been jointly created by Shapoorji Pallonji, Actis, International Finance Corporation (an arm of the World Bank) and Asian Development Bank. The housing platform has so far launched six housing projects in four major cities. Out of these six projects, Joyville Hinjawadi which was launched in 2018 is sold out.

Despite the pandemic, the company has successfully handed over 390 apartments at Joyville Howrah (near Kolkata) and over 200 apartments at Joyville Virar (near Mumbai) as per the timeline.

Links to the campaign videos:

Link 1 - <https://youtu.be/Bhn2oSmNcRk>

Link 2 - <https://youtu.be/pC4UfB5QoJI>

Link 3 - <https://youtu.be/zFOSkKVXSC8>

About Joyville:

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