

Building the Hirco brand

Hiranandani successfully pioneered in India the concept of integrated townships. Over the past quarter of a century, the company has created 30 million square feet of premium residential, commercial, retail, and social space at its acclaimed townships in Powai and Thane near Mumbai.

Hirco designs its marketing communications to affirm and reinforce our key brand values – quality; trust; reliability; value creation; and community building. We use a wide variety of channels to deliver our message – advertising; web/digital media; direct marketing; exhibitions and events; sponsorships; referral programs; and corporate packages.

HIRCO'S CUSTOMERS

Our customers come from a variety of backgrounds and locations. Typically, they are middle-class professionals and business men and women running small- and medium-sized enterprises in the new industries in India such as IT, ITES, financial services, biotech, media and telecommunications.

They aspire to a Western lifestyle to signify they have 'arrived', and, commonly, their family is very important to them. Firstly, they are motivated to live and work in Hiranandani Palace Gardens because our townships are modern and provide a superior quality of life. Secondly, they are motivated to purchase the apartments we build because the homes have a clean title deed, which is hard to come by in India, and become an increasingly valuable financial asset as the township matures.

Some of our customers own or have owned properties in existing Hiranandani townships. These repeat customers appreciate the quality and lifestyle our townships offer and have seen how their properties have appreciated in value. They are also a great source of referrals for Hirco sales.

Among our customers are non-resident Indians (NRIs) living in countries such as the United States, the UK, Singapore, the UAE, Malaysia and South Africa. Although foreigners cannot own property in India, an exception is made in the case of Persons of Indian Origin (PIO) who are not Indian citizens. Our NRI and PIO customers acquire properties for a variety of reasons: for their parents; as a home to come back to after finishing their time overseas; and/or as an investment.

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Raising Hirco's profile locally and globally

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Hirco Sponsors the Chennai Open

Hirco was the Official Real Estate Partner of the 14th Chennai Open Tennis Championship held at the SDAT Tennis Stadium in Chennai in January 2009. The Chennai Open is the largest Association of Tennis Professionals (ATP) World Tour tennis event in South Asia. Our Chennai Open sponsorship provided an excellent opportunity to increase Hirco name visibility and recognition through in-venue branding, local and national media coverage, and hospitality events for customers and partners.

Hirco Group Wins Developer of the Year Award

Hirco Group won the 'Developer of the Year' award in the Residential category at the Realty Plus Excellence Awards 2009 held in New Delhi in January 2009. The award recognized the exceptional quality standard of Hirco Group's residential developments. The annual Realty Plus Excellence Awards recognize the contributions made by individuals, developers, architects, interior designers, and property consultants who have played a key role in the growth of the Indian real estate sector.

HIRCO'S MARKETING STRATEGY

Our marketing strategy builds on the strength of Hiranandani's brand and unparalleled 30-year track record and leverages the combination of quality homes, world-class office buildings and amenities and fully functional and reliable infrastructure that our townships are famous for.

Our promise to customers is to deliver their properties to the specifications and high standards they expect. We use numerous channels to communicate with potential customers. They include:

Advertising in the major newspapers of Chennai and Mumbai where our townships are located, as well as in business and in-flight magazines.

Direct marketing to high-net-worth individuals through well-established marketing firms such as Dun and Bradstreet that observe the highest ethical standards for direct marketing.

Exhibitions and events: We participate in a number of key domestic and international property exhibitions that generate thousands of sales leads for us. In 2009, Hirco participated in almost 70 domestic and international exhibitions and met thousands of prospective buyers.

Referral programs: These are targeted at residents and tenants of existing Hiranandani townships – all of whom are great ambassadors for our developments.

Corporate packages: Our townships are located in fast growing business corridors where numerous major global and Indian corporations are located. We approach such companies to market our properties to their employees who are attracted to us because our townships are in close proximity to their workplace.

Strategic partnerships and alliances are a key part of our strategy.

We have linked up with a number of major Indian and international banks to offer financing packages to potential buyers. Our partner banks include HDFC, ICICI and Citibank. Our properties are vetted and pre-approved by banks, thus making the loan process much simpler. Despite the recent turmoil in global credit markets, Indian domestic markets continue to function smoothly and banks continue to make financing available to good credit customers who wish to buy properties from top-tier developers such as Hirco.

HIRCO'S SALES ORGANIZATION

Our sales organization is staffed by people with substantial sales and sales operations experience. We also have access to the experience of the Hiranandani sales team that handles existing townships in Powai and Thane. We have sales offices in Mumbai and Chennai, where we maintain a direct sales force.

We also operate through a number of channel partners that include major international property consultants such as JLL and Cushman & Wakefield.

In 2009, Hirco established an international sales desk in Singapore to cover the Southeast Asia region including Singapore, Malaysia, Indonesia, the Philippines, Thailand and Hong Kong. Hirco also has international sales desks in Dubai, the United Kingdom and the United States.

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Marketing in the United States

The Indian community in the United States is a major investor in real estate projects in India. Within the past couple of years, we have established the Hirco brand there through a range of marketing activities. Departing from the traditional approach of mass advertising, we have been focusing on magazines that connect with Indians. For example, we advertise in *Thatastu*, a lifestyle magazine distributed on all Air India flights landing in the U.S. We also advertise in a variety of trade magazines such as those of the Asian Hotel Association, the American Association of Physicians of India and Tamil associations. Radio has also proven to be an effective marketing medium for Hirco in the United States. Hirco has an exclusive tie-up with EBC Radio, which reaches over 400,000 South Asian listeners in New Jersey, New York and eastern Pennsylvania. In addition to playing Hirco radio spots, EBC broadcasts a weekly real estate show featuring Hirco representatives, architects, lawyers, bankers and representatives from the field of real estate in India. The response to the show has been very positive and has resulted in a growing number of enquiries about Hirco's townships.

World Economic Forum admits Hirco as industry partner

Hirco Group has been admitted to the exclusive group of the world's major companies that belong to the World Economic Forum. Hirco has been accorded this recognition as a part of WEF's industry partner program within the Real Estate sector. Ms. Priya Hiranandani-Vandrevala, CEO, Hirco Plc., attended the India Economic Summit organized by the World Economic Forum and Confederation of Indian Industry (CII) at New Delhi, India. At the summit Ms. Hiranandani-Vandrevala participated in a panel of industry leaders on the topic of "The emergence of "Rurban" India: Shaping Next Generation Cities". The membership of WEF is an important recognition of Hirco's leadership position in the real estate industry.