



## **Runwal Group bags 'Innovative Marketing Concept of the Year' 2016**

*Awarded by Realty Plus Excellence Awards for MyCity*

**Mumbai, October 05, 2016:** Leading real estate developer – Runwal Group has bagged the Innovative Marketing Concept of the Year Award at the Realty Plus Excellence Awards (WEST) 2016 held at Sahara Star, Mumbai the last week. The category recognizes Runwal Group for the marketing campaign it created and implemented for its MyCity Development in Dombivali.

Speaking about the award, **Gaurav Gupta, General Manager – Marketing & Communications, Runwal Group**, said, *"We are very excited to have won award from Realty Plus magazine, as the customer feedback for the Development has been stupendous. As homes are an asset that people value for generations, we wanted to offer people a chance to design their own homes. We launched 'Codename: MyDesire' where we invited people to share their suggestions on what they were looking for in their dream home. With thousands of entries the property truly became a dream project of its residents. Whether it was a hospital, stadium or even a forest - Codename: MyDesire helped give people a chance to live that life that they have always dreamt of."*

Runwal Group's MyCity at Dombivali has being developed as a township and is by large the first city ever to be built on the desire of the customer, instead of simply architectural plans and blueprints. Sprawled across 156-acres, every square feet in this sub-city is built around the suggestions of the home buyer.

The annual Realty Plus Excellence Awards is dedicated towards recognizing landmark real estate projects, and acknowledges the efforts of the who's who of the Indian Realty Sector for their outstanding achievements in developing infrastructure facilities and promoting state of the art designs and architecture.

### **About The Runwal Group**

Established in 1978, the Runwal Group has become one of the leading names in Mumbai in the real estate segment. The company is one of the fastest growing entities in the realty sector,

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offering residences for all economic strata, as well as luxurious homes at affordable prices, excellent customer care levels and the highest standards for the welfare of its staff, society as well as for the environment.

The Group has developed some of the most prestigious and lifestyle enhancing residential and commercial properties, and is close to developing approximately 5 million sq.ft of property in and around Mumbai. The Group boasts of 65 landmark properties across the financial capital of India, for over 10,000 families. The Group is well known for its successfully completed and ongoing projects, such as Runwal Elegante, The Reserve and Runwal Anthurium. The Group has also been a pioneer in developing township projects such as Runwal Nagar and Runwal Plaza in Thane.

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