

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

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The category recognizes Runwal Group for the marketing campaign it created and implemented for its MyCity Development in Dombivali.



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.

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.