



NATIONAL APEX CHAMBER

PHD Chamber of Commerce and Industry



HOUSING
Festival **2020**

A Virtual EXPO

The logo for the Housing Festival 2020 features a stylized house outline in orange. Inside the house, there are four small white squares representing windows. The word 'HOUSING' is in bold orange, 'Festival' is in a white script font, and '2020' is in bold red. Below this, 'A Virtual EXPO' is written in white, with 'EXPO' in a larger, bold font where the 'E' is orange and the 'X' is green.

Celebrate a New Home this Navratri



Sat 17th, - Tue 20th, October 2020

PHD CHAMBER OF COMMERCE AND INDUSTRY

ABOUT INDUSTRY

The Indian real estate industry, which is currently worth about US\$ 12 billion, plays a significant role in contributing to the economy of the country. The real estate industry in India ranks second in the world in terms of generating employment for the people of India and contributing to the Gross Domestic Product of the country. Presently real estate accounts for about 5% of India's GDP; in the next five years it is expected to rise up to 6%.

By 2040, real estate market will grow to Rs 65,000 crore (US\$ 9.30 billion) from Rs 12,000 crore (US\$ 1.72 billion) in 2019. Real estate sector in India is expected to reach a market size of US\$ 1 trillion by 2030 from US\$ 120 billion in 2017 and contribute 13 per cent to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs. Indian real estate increased by 19.5 per cent CAGR from 2017 to 2028.

Housing for All 2022: India is undergoing a rapid urbanization now. This requires expansion of urban amenities. A major deficit is housing among urban population. National Urban Housing and Habitat Policy (NUHHP), 2007 has set the objective of Affordable Housing for All as a key focus. The government has set 2022 as the target year to realize this objective by making specific initiatives for the promotion of urban housing.

KEY ATTRactions

READY TO MOVE IN INVENTORY OF RENOWNED DEVELOPERS UNDER ONE ROOF

EXCLUSIVE DEALS AND SCHEMES FROM DEVELOPERS

ONE STOP SOLUTION FOR HOUSING LOAN FOR BUYERS

INTERACTIVE PLATFORM

WEBINARS/DIGITAL SESSIONS



ABOUT EXPO

The Expo will showcase the ready to move in inventory of major developers and provide a one stop solution for buyer for his housing and housing finance needs.

Housing Festival 2020 will observe NRI participation from countries like GCC, Singapore, Canada, United Kingdom & South Africa.



VIRTUAL EXPO BENEFITS

- ❖ Best way to exhibit in the times of Social Distancing.
- ❖ Pocket Friendly – marginal stall pricing, no cost for stall fabrication, no cost of travel & accommodation
- ❖ No fatigue – experience from the comfort of your home or office
- ❖ Virtually connect with visitors in real time through voice or video calls from within the platform with just a click of a button
- ❖ Save the earth – no more paper wastage. Collect e-brochures
- ❖ Exchange business cards with ease – no more collection of physical business cards and hassles of digitizing them
- ❖ Global Audience – Visitors can come from any part of the world.
- ❖ Ample Branding Space
- ❖ No Invitee, space or attendee cap
- ❖ Maximum Impact during the pandemic

INTERACTIVE SESSION ON

SECURE INVESTMENT IN PANDEMIC TIMES - A REAL ESTATE GUIDE

HOME OF THE FUTURE - POST PANDEMIC VIEW

MISSION - HOUSING FOR ALL 2022

HOUSING FINANCE IN COVID TIMES - CHALLENGES AND OPPORTUNITIES

EXHIBITORS PROFILE

- ❖ Real Estate Developers
- ❖ Housing Finance Companies
- ❖ Architects & Consultants
- ❖ Interior Designer

VISITORS PROFILE

- ❖ HNI – Indians
- ❖ Architects
- ❖ Interior Designer
- ❖ Real Estate Agents
- ❖ Professionals
- ❖ C-Suit - CXO, CFO, CEO, COO
- ❖ Senior Government Officials
- ❖ High Ranking officials
- ❖ Top Management officials
- ❖ Senior Leadership
- ❖ Third Country Nationals
- ❖ Investors
- ❖ Venture Capitalist
- ❖ Overseas Real Estate Buyers
- ❖ International Entrepreneurs
- ❖ International real Estate Agencies
- ❖ Wealth Manager & Chartered Accountant
- ❖ Non Resident Indians from GCC, Singapore, Canada, United Kingdom & South Africa.



REGULAR SIZE EXPO BOOTH SPECIFICATIONS



LOGO Logo-1

PDF E-Brochure/ PDF - upto 3

Image Banners/Flyers - 2

Image E-Business Card - upto 3

Video TV 1 >> Video (Format Mp4)

Video Entry Audio/ Video - 1

Image Additional Image Gallery upto 3 images



REGULAR BOOTH SIZE
25 FT x 20 FT

**EXPO
BOOTH**

Indian Participation @
INR, 25000/- +GST
International Participation @
USD 600 + GST

Note: Total File size Limit 15 MB



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ABOUT THE ORGANISER

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 115 years. It is a forward looking, proactive and dynamic pan-India apex organization. As a partner in progress with industry and government, PHD Chamber with a special focus on MSMEs works at the grass roots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

"PHD Chamber of Commerce and Industry (PHDCCI) is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

PHDCCI is a National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, as total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties."

EXPLORING PARTNERSHIP OPPORTUNITIES & ENQUIRES

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