

**PRESS MEDIA REPORT**

**ON**

**BUDGET HOME 2010 EXHIBITION,**

***POST EVENT COVERAGE***

<b>Client</b>	Eyeball
<b>Publication</b>	Financial Express
<b>Edition</b>	Chennai
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<b>Page No.</b>	03
<b>Headline</b>	Budget Home 2010 nets Rs 300 crore biz

## Budget Home 2010 nets Rs 300 crore biz

**fe Bureau**

**Chennai, Jul 8:** Signalling the return of customer-interest in the affordable housing segment, the Budget Home 2010 expo in Chennai has elicited good response from prospective buyers. Over 35,000 buyers visited the expo organised by Eyeball Media Pvt Ltd. Around 850 spot bookings were registered and the approximate value of total business transacted was more than Rs 300 crore. G Sakthivel, managing director, Eyeball Media Pvt Ltd, said "There is huge demand in the property market and the same has been proved with the massive response. This is the right time for the



home seekers to buy properties as the rates are very comfortable despite the continuous demand at all locations." Realty majors including Godrej Properties, TVH, Marg, Inno, Real Value, VGN Developers, ETA Star, Isha Homes, Navin Housing, Arun Excello and Lancor Housing participated. Major housing finance companies like LIC Housing, Bank of India, Punjab National Bank and Sundaram BNP Paribas supported the event.



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<b>Headline</b>	Good response for Eyeball's Budget Home expo

There is always demand for budget homes which was proved once again owing to mass turn out in the latest expo at the Chennai Trade Centre

# Good response for Eyeball's Budget Home expo

The three-day Budget Home 2010 expo at Trade Centre in Nandambakkam, organised recently by Eyeball Media Pvt. Ltd, received an enthusiastic response from prospective buyers. Over 35,000 home aspirants visited the exhibition and all the 60 stalls in search of budget homes — 1 BHK, 2 BHK and luxurious 3 BHK flats and row houses. Around 850 bookings were made on the spot and the approximate value of business transacted was calculated to be Rs 300 crore.

Commenting on the success of the exhibition, G Sakthivel, Managing Director, Eyeball Media Pvt.Ltd, said, "There is a huge demand for budget homes in the market and the same has been proved by the massive response to the Budget Home 2010 exhibition. This is the right time for the home seekers to buy properties as the rates are very comfortable. The exhibition has also made real estate developers, housing finance companies and the home buyers come together for getting benefited mutually."

Suresh Babu, Sales Manager at a stall, said, "We have options ranging from Rs 15 lakh to Rs 40 lakh. The customers showed enormous interest in

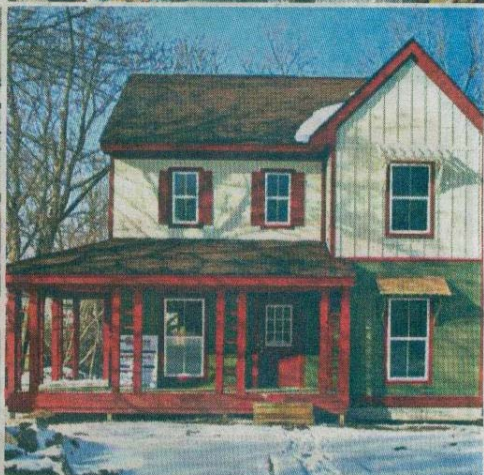
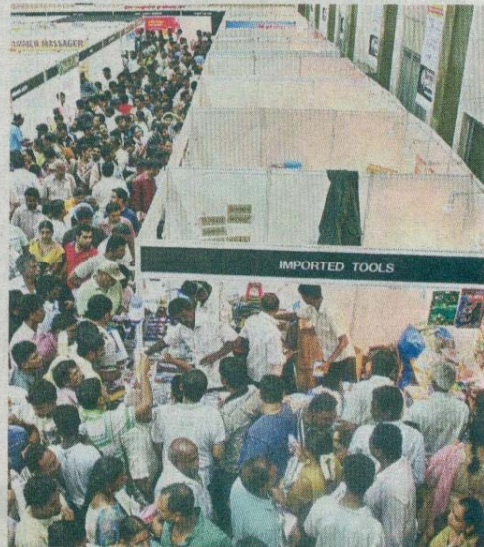
## Highlights

- 850 on the spot bookings
- Rs 300 crore business transaction in three days
- Chennai's largest Budget Home Exhibition

booking their budget homes at the expo."

Home hunters like Nathan and Kalpana, who were looking for their first budget home after their marriage, found the exhibition very useful. India's foremost realty companies - Godrej Properties, TVH, Marg, Inno, Real Value, VGN Developers, ETA Star, Isha Homes, Navin Housing, Arun Excello, Lancor Housing - and housing finance companies like LIC Housing, Bank of India, Punjab National Bank and Sundaram BNP Paribas participated in the expo. Eyeball's first ever budget property exhibition to showcase properties in Chennai was held in August 2009 at Valluvar Kottam which had witnessed a massive turnout of people in search of their ideal homes.

—Team Expresso



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<b>Publication</b>	The Hindu
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<b>Headline</b>	Eyeball's expo generates Rs.300 cr business

**Eyeball's expo generates Rs. 300 cr business**

**CHENNAI:** The three-day exhibition of Eyeball's Budget Home 2010 expo, held from July 2 at the Chennai Trade Centre has generated a total business of Rs. 300 crore attracting over 35,000 home aspirants. According to G. Sakthivel, Managing Director, Eyeball Media, the organisers of the expo, 850 spot bookings were made at this expo.



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<b>Headline</b>	'Home expo' sees 850 spot bookings, garners Rs 300 Cr business

## 'Home expo' sees 850 spot bookings, garners Rs 300 Cr business

Chennai, July 13: Eyeball's Budget Home 2010 expo saw an enthusiastic response with prospective buyers & public. With over 60 stalls to choose from, there was something for every budget and every taste. From compact 1-BHK flats, to 2-BHKs and luxurious 3-BHKs to row houses; from ready-made to under-construction homes, is what made it worth everyone's while was that they got to explore and see homes to meet their individual needs.

Over 35,000 home aspirants visited the recently held Budget Home 2010 exhibition, organized by Eye-ball Media Pvt.Ltd. The three-day exhibition, which commenced from July 2, 2010, was held at Chennai Trade Centre, Nandambakkam.

Around 850 spot bookings were done in this expo & the approximate value of total business transacted in this expo was more than Rs.300 crores.

Commenting on the success of the exhibition, G.Sakthivel, Managing Director, Eyeball Media Pvt.Ltd said "There is huge demand in the property market and the same has been proved with the massive response to the Budget Home 2010 exhibition organized by Eyeball Media Pvt. Ltd.

This is the right time for the home seekers to buy properties as the rates are very comfortable despite the continuous good demand across all the locations.

The exhibition has offered a good opportunity to bring real estate developers, housing finance compa-



nies and the home buyers together".

Suresh Babu, sales manager at a stall, said: "We have options ranging from Rs 15 lakh to Rs 40 lakh. I was able to have a proper conversation with customers. Quite a few enquiries were serious and will result in site visits".

Home-hunters were spoilt for choice. Young couple Nathan and Kalpana were looking for their first house. "Thanks to this exhibition, we now know the range of options available to us. It's a good idea to bring everyone under one roof it makes the process of looking for a house much simpler" said Nathan & Kalpana.

India's foremost realty companies Godrej Properties, TVH, Marg, Inno, Real Value, VGN Developers, ETA Star, Isha homes, Navin Housing, Arun Excello, Lancor Housing etc. and Major housing Finance companies LIC Housing, Bank of India, Punjab National Bank, Sundaram BNP Paribas etc., participated in this expo.

Eyeball's first ever budget property exhibition to showcase properties in Chennai was held last year in August, 2009 at Valluvar Kottam and had witnessed a massive turnout of thousands of walk-ins.