



Oberoi Realty amongst the Top 10 of Mumbai's Hot 50 brands

By Paul Writer

MUMBAI 2015: Oberoi Realty, one of India's leading real estate development companies has been adjudged amongst the 'Top 10' brands at the Mumbai Brand Summit & Hot 50 Brands program by Paul Writer. The company primarily focuses on premium developments in the residential, office space, retail, hospitality and social infrastructure verticals.

The Hot 50 were selected through a process that involved online voting and evaluation by an elite jury on the parameters of industry leading growth, increase in positive sentiment, innovation and differentiation.

Along with an increased positive sentiment through enhanced customer experience, engagement and value; the Hot 50 awards are conferred upon brands that have used technology to increase efficiency in processes. The Mumbai Brand summit in its second edition brought together leading marketers and brand experts across sectors who shared their experiences, trends and learning.