

Oberoi Realty Wins Top Honours at The Customer Fest Show 2017

~ 'The Elite Club' awarded as 'Best Loyalty Program in Real Estate Sector'~

Mumbai, 9th February 2017: Oberoi Realty, one of the leading real estate companies of India, has reaffirmed its position as the most customer-centric realty major in the country by bagging the “**Best Loyalty Program in Real Estate Sector**” at the Customer Loyalty Awards, part of The Customer Fest Show 2017. These Awards are presented by Loyalty Rewardz Management Pvt. Ltd. A leader in the loyalty management and solutions industry of India, Loyalty Rewardz, headquartered in Mumbai, has been providing Loyalty and CRM services to organisations across the country since 2006. The award highlights Oberoi Realty’s ongoing journey to provide superlative life experiences to its customers through an innovative loyalty program.

Expressing delight over the award, **Ms. Reema Kundnani, Vice President, Marketing, Corporate Communications and Luxury Residential Sales, Oberoi Realty**, said, “It is a proud moment for us at Oberoi Realty to be adjudged winners of this award, especially as it is for something we truly believe in. We would like to thank our esteemed customers for reposing their faith in us year on year and helping us serve them better. The Elite Club was created from a desire to build a strong and enduring relationship with our customers. The core objective of this program was to forge a deeper bond between us and our customers and help us stay connected with them. Launched in 2012, The Elite Club redefined the concept of loyalty programs by focusing not only on customer acquisition but also on continuous customer engagement. The program is constantly reinvented, to ensure customers are appreciated and rewarded for their patronage. This award is a validation of our earnest efforts and will motivate us to keep innovating further.”

Designed with the distinct Oberoi Realty advantage, The Elite Club is a three-tier membership program – Silver | Gold | Platinum; with complimentary benefits, special incentives, customised experiences and exclusive offers at each tier. Every customer who owns an apartment in any Oberoi Realty project qualifies for its membership; they can then move up the tiers through referrals. To reward customers for their patronage and trust we offer them the best experience, the program has cross-brand partnerships with premium lifestyle, hospitality, retail and luxury brands. The Elite Club has completed 5 successful years, with more than 5300 members enjoying the benefits offered to them. Oberoi Realty, one of the most trusted companies in India, was one of the pioneers of loyalty programs in the real estate sector in the country and continues to set benchmarks in the industry.

About Oberoi Realty:

Oberoi Realty Ltd. is India’s leading real estate development company, headquartered in Mumbai. It is focused on premium developments in the residential, office space, retail, hospitality and social infrastructure verticals. In the real estate space, Oberoi Realty is an established brand with an impeccable track record. Its primary aim is to build aspirational developments for its customers with distinctive designs, functional aesthetics and quality finishes that translate into landmark projects through its mixed-use and single-segment developments. This mix of innovative design, planning initiatives and use of cutting-edge technologies has enabled the company to successfully deliver 39 completed projects across Mumbai, the financial capital of India. More information about the company is available on www.oberoirealty.com

Forward Looking Statement

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward looking statements. Oberoi Realty Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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