



Oberoi Realty's "ELITE CLUB" awarded "Innovative Loyalty program" at 4th Asian Customer Engagement Awards 2015

MUMBAI, April 27, 2015: Oberoi Realty, one of India's leading real estate development company has bagged an award for **The Elite Club**, as an Innovative Loyalty Program, at the Asian Customer Engagement Awards 2015 held in Mumbai. The Elite Club is an exclusive customer engagement program which is designed for the owners of the apartments across all Oberoi Realty projects.

Speaking on the occasion Reema Kundnani - Head, Marketing & Corporate Communications and - Luxury Sales, Oberoi Realty, said, *"We are pleased to be awarded by the Asian Customer Engagement Awards to The Elite Club, engagement program of Oberoi Realty as an Innovative Loyalty program. At Oberoi Realty, customers are at the centre of our business and The Elite Club celebrates our existing customers while rewarding them for their loyalty."*

"The Elite Club believes in staying connected and engaging with its members through an entire life cycle. The Elite Club engagement program is the commencement of a long-term relationship with the customers and was launched with an intention to reward our customers for their trust and loyalty towards brand Oberoi Realty." added **Ms. Kundnani**.

The Elite Club is designed with the Oberoi Realty advantage; everything in here exudes exclusivity and elegance. The program is a way to appreciate the patronage of our customers towards the brand Oberoi Realty by providing them exclusive benefits through our alliances with international brands pertaining to Lifestyle, Hospitality, Retail and Luxury.

Oberoi Realty is one among the few realty brands in India to have instituted an innovative Loyalty Program for its customers - The Elite Club. This is an exclusive membership program for a customer who owns a flat at Oberoi Realty. Any customer, who buys an apartment at any Oberoi Realty projects, becomes a member to the Elite Club. The Elite Club has completed 3 successful years and has partnered with several luxury and lifestyle brands.

About Oberoi Realty Limited

Oberoi Realty Ltd. is India's leading real estate development company, headquartered in Mumbai, focused on premium developments in the residential, office space, retail, hospitality and social infrastructure verticals. Oberoi Realty has an established brand and a track record in the real estate industry of developing innovative projects through its emphasis on contemporary architecture, strong project execution and quality construction. Oberoi Realty seeks to create landmark projects through its mixed-use and single-segment developments. It has a total of 36 completed projects across Mumbai, the commercial capital of India. More information about the company is available on www.oberoirealty.com

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