



MCHI-CREDAI unveiled 3 Year strategic partnership with Housing.com on the occasion of the property exhibition's Silver Jubilee Edition

The 25th edition of the most awaited real estate expo by MCHI-CREDAI will be spread over 25 days as the virtual exhibition will continue to serve consumers post the 4-day on-ground event

Mumbai, October 15, 2015: MCHI-CREDAI announced their strategic alliance with India's most innovative real estate platform Housing.com on the occasion of the former's property exhibition's 25th edition. In a bid to enhance real estate ecosystem in India, the most-awaited expo of the season will witness 250+ top developers (exhibitors), first-ever affordable housing pavilion, and the first-time ever virtual exhibition which will continue for 21 days post the 4 days of on-ground event.

While announcing the 25th Silver Jubilee Edition of the exhibition (the MECCA of Real Estate for developers and potential homebuyers), **Dharmesh Jain, President, MCHI - CREDAI** said, "MCHI-CREDAI exhibitions have come of age with the upcoming 25th Silver Jubilee Edition. It is the largest Property Exhibition of India, all stake holders should benefit from the positive scenario in the economy, created by the recent rate cut announcement and upbeat Real Estate market sentiment. Our strategic alliance with Housing.com, is an exclusive partnership which will help accelerate our online presence and improve customer traction. This alliance will enable both of us to draw great synergies from each other's strengths."

Breaking the conventional norm, MCHI - CREDAI property exhibition 2015 along with their strategic partners Housing.com promises to give an unforgettable experience to the homebuyers. In its MEGA celebration MCHI - CREDAI is introducing unique concepts like virtual exhibition for 21 days post the on-ground event, affordable pavilion with homes starting at Rs.10 lakhs, guaranteed prizes for the homebuyers and many more scintillating concepts like guaranteed cash back of Rs.25,000 on each booking

Jason Kothari, Chief Business Officer, Housing.com said, "The 3 year strategic alliance between Housing.com and MCHI is a first in the Real Estate industry. MCHI's credibility amongst developers combined with Housing.com's advanced and trusted online real estate platform will serve to redefine how developers and buyers interact with each other. Together, our goal is to empower the ecosystem with increased transparency, enhanced reach through digital proliferation and access to much richer information for both developers and consumers. The Virtual Expo allowing the exhibition to transcend from offline to online is our first joint step in this direction and we look forward to creating more such platforms in the years to come."

The national level exhibition, the largest in the country, is one-of-its-kind with out of the box features like the "launch pad", a dedicated arena for launching new projects. With the participation of all top development honchos, the Silver Jubilee exhibition will host developers from every nook and corner of the country to showcase their projects to aspiring homebuyers.

The key USP for this year's edition is the extended online virtual exhibition with housing.com for 21 days post 4 days of on ground event. Further, MCHI - CREDAI's emphasis on allocating specific and dedicated pavilions for various categories of projects. It has affordable pavilion which showcases



MCHI - CREDAI

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affordable projects that will cater to the demand of mid income buyers. In addition, it has segments like Maharashtra pavilion, Patron pavilion and area-specific divisions like Central and Western pavilions. To make the exhibition buyer friendly, the exhibition has 'What is Where', a digital wall which will act as a virtual guide showcasing the entire layout of the site.

Sailing smooth for the past 24 Editions, MCHI - CREDAI Property Exhibition 2015 is a Supermarket for India's Real Estate Sector and intends to fulfill every homebuyers dream by offering great deals and discounts. The 25th edition of India's largest Property expo opens for all between 11AM to 8PM from 29th October 2015 to 1st November 2015 at MMRDA Grounds, BKC, Mumbai.

About Maharashtra Chambers of Housing Industry (MCHI) (www.mchi.net)

The Maharashtra Chamber of Housing Industry (MCHI-CREDAI) was formed in 1982, and is the most prominent and the only recognized body of Real Estate Developers in Mumbai and MMR. MCHI-CREDAI brings together members dealing in Real Estate Development on one common platform to address various issues facing the Industry. With a strong Membership of over 1800 leading Developers in Mumbai and The MCHI-CREDAI has expanded across MMR, having its own units in Thane, Kalyan -Dombivali, Mira - Virar City, Raigad and Navi Mumbai. MCHI-CREDAI is recognized by Government of Maharashtra and the Central Government and helps in meeting their objectives of providing housing, which is a basic necessity.

MCHI-CREDAI strives to provide the best services at all times to all their members and society at large. It is dedicated to ensuring the growth of the Real Estate & Housing Sector, that would ultimately enrich lives of Indian citizens and enable them to contribute to the development of India as a whole.

About Housing.com

Founded in 2012, Housing.com is India's leading online real estate platform with 8 million monthly hits, 1 million verified homes listed to date, and an unparalleled online user experience. The Company is a technologically innovative real estate platform with a larger vision to bring more transparency, efficiency and trust across the real estate ecosystem in India. Housing.com is the only provider of independently verified listings of every home listed, conducted by a trained team of data collectors, analysts, auditors and photographers. With over 120 data points per listing, the in-house Data Sciences Lab is empowered with a significant body of information to allow buyers and sellers to make more informed decisions.

With approximately 2,500 employees in 50 cities, Housing.com is passionate about taking a 360 degree view on solving India's real estate challenges. Housing.com has led a number of strategic acquisitions, such as the largest community forum on buying and selling homes (Indian Real Estate Forum), an established company focused on doing due diligence of new real estate projects (Realty Business Intelligence), and a popular software for developers to manage and enhance their marketing and sales efforts (HomeBuy360).

Housing.com has raised over \$100 million in capital from India's leading investors, including Softbank, Nexus Ventures, Falcon Edge, Helion Ventures, Nirvana Ventures, Qualcomm, DST founder Yuri Milner, Viacom 18 co-founder Haresh Chawla, Snapdeal founders Kunal Bahl and Rohit Bansal, among others.