

## **MCHI – CREDAI’s BIZNET made ends meet on a Mutual Platform**

**Friday, 29<sup>th</sup> April, 2016:** Apart from being one of the prime contributors to the Indian economy, Real estate sector also drives the growth and prosperity of allied industry players who in return generate employability for millions. With this objective in mind, we created a single interface between the real estate developer fraternity and allied industry players. BIZNET by MCHI – CREDAI is one of its kind event positioned as the ultimate Business and Networking Forum on April 29<sup>th</sup>, 2016 at Sofitel Hotel, Bandra Kurla Complex.

As the allied industry players play a pivotal role in shaping the construction business creating a single platform for interacting with developers was the need of the hour, riding on this novel thought the think tank at MCHI – CREDAI came up with the first of its kind initiative of ‘BIZNET’. The theme for the first edition of BIZNET was ‘network for networth’ which emphasized on creating a robust environment within industry peers to generate business for all.

Inaugurating the event, **Chief Guest Shri S S Hussain, CEO, MCHI – CREDAI** said, “ With BIZNET we have introduced ideal Business and Networking Forum that is focused on bringing best-in-class buyers and sellers together in an exclusive and captivating environment to enable us to offer an ideal podium to do business and all this in a competitive and judging format. To make the engagement really interesting, we have kept awards to recognize, appreciate and respect their presentations & efforts. Therefore, we have pivoted the role of Jury amongst the purchase heads and top Architects present for choosing the best ones.”

Speaking on the occasion, **Rajeev Jain, Convener, BIZNET** said, “As an apex real estate body, we at MCHI – CREDAI believe that the allied players form an integral part of the real estate eco- system. To compliment this objective, we created a platform with Biznet which is being positioned as an ultimate networking platform for developers and associated industry players which turned out to be a grand success. I would like to add here that with the recent steps by both the Central and State Governments in context of Ease of doing Business has uplifted the sentiments of the real estate sector and that of the customers.”

BIZNET witnessed stellar line participation from various stalwarts like: Kohler, Tata Steel, Pidilite, Glass wall Systems, H & R Johnson, JSW Steel, Astral Pipes, UltraTech Cement, JSW Cement, Magppie Living, City Lifts, Kone Elevator , Tipco Industries, Classic Marble, Teknolite, Schindler, Bonar, Tiara and Supreme Industries.

Products ranging right from Elevator and Escalators, Glass and Facade solution, Bath and Sanitary ware, Lighting, Steel and concrete and Kitchen technology grabbed the attention of eminent jury members and audience.

Pre-defined parameters like product Specification, Durability and Cost Efficiency etc. were set by Crisil, our knowledge partner for the event. Tata Steel emerged as a winner for the first edition of Biznet followed by Magppie Kitchens and Pidilite Industries who clinched the first and second runner – up trophy respectively.

**Vinod Jain of Magppie Living Pvt Ltd.** Shared, “We are very happy to be a part of the Biznet. It was one of the most meaningful platforms, where brands could present their innovations to the decision makers. Getting 2nd prize from a jury of 100 most honorable industry leaders, is the biggest testimony of our efforts and vision”

Express his pleasure over participation in BIZNET, **Schindler India Pvt. Ltd** Said, “Through this event, we got a good platform to present our brand & innovative mobility solutions in front to the target audience of builders & developers. It will surely help us in creating more awareness about Schindler technologies which reflect the company’s pioneering spirit and ambition to improve urban mobility with innovations.”

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