

Now, other states to also hold realty shows



■ Paramount Residency – Pics by Dhaval Bharwad/DNA

80% of the total 150 developers likely to receive bookings thanks to the GIHED property show

Kuldeep Tiwari

Impressed by the marketing of properties done by Gujarat Institute of Housing & Estate Developers (GIHED) at its property shows, builders' associations of Madhya Pradesh, Maharashtra and Rajasthan too are planning to follow suit.

Secretary of GIHED Suresh Patel said that Rajasthan Builders' Association's Gopal Gupta, Maharashtra Builders' Association's Pravin Doshi and Madhya Pradesh Builders' Association Vijay Mulchandani had shown willingness to emulate the GIHED model in their states.

The fact that property shows have helped GIHED members get good business is reflected from the bookings that each of the builders received during the GIHED property show which concluded on Sunday.

Patel said 80% of the close to 150 builders who participated in the show, are likely to receive bookings from the show. 'Forty per cent of the

GIHED also announced prizes in seven categories as it does traditionally at property shows

GIHED AWARDS



Commercial

■ Mail	First prize	Isccon Mega Mall (S G Highway)
■ Corporate House	First prize	Dev House (S G Highway)
■ Best Office Building Award	First prize	Sarthik Square (S G Road)

Residential

■ Best High Rise Apartment	First prize	426 (Bodakdev)
■ Low Rise Apartment	First prize	Paramount Residency (Drive In Rd)
■ Farm House / Plotted Development	First prize	Kalhar Exotica (Nr. Science City)
■ Bungalows / Row House (More than 100 Units)	First prize	Vraj Home (Nr. Sahara City)
■ Twins/Tenements/ Row House	First prize	Pushpak Hills Bungalow (Nr. AUDA Garden)
■ Individual Bungalows	First prize	Aryaman Bungalows (Shilaj)

bookings that each builder may get later would be owing to their participation at the show. This year, there has been an unprecedented rise in bookings owing high footfalls,' Suresh Patel said.

The three-day event saw close to six lakh footfalls, double than what was recorded last year, Patel said.

However, organisers of the event have yet to calculate the totally number of property book-

Venus received Low-rise residential apartment award for "Paramount Residency" (one of our project) at GIHED Property Show - 2008.

And, also received 3rd award in Best maintained commercial building category for "BROADWAY BUSINESS CENTRE". Congratulations..... credit goes to all the occupants and visitors who helps in maintaining the building.

Thanks,
Venus group of companies

ings, which was expected to touch a whopping Rs1,000 crore at the beginning of the event.

The reason why the developers received good public response during the event is that the show was projected on a better and wider scale, he added.

Some 75 developers had taken part in the third GIHED property show last year, and about 150 took part this year.