



Fever FM & Radio Nasha Help **Investors Clinic** **Breathe Life** into Real Estate Sector for COVID recovery

The real estate sector had touched the lowest of lows during the COVID-19 induced nationwide lockdown earlier this year. While construction activities came to an abrupt halt, the reverse migration of labourers and severe liquidity constraints made the situation even more difficult for real estate companies..

In such tough times, Fever FM & Radio Nasha helped Investors Clinic Infratech Private Limited, a premier real estate services company in India, script lockdown history by powering its campaign "Mission Azaadi".

This campaign aimed to help vulnerable real estate businesses, in the Delhi/NCR region, gasping for survival during the COVID-19 crisis. Investors Clinic leveraged HT Media's popular broadcast stations, Radio Nasha and Fever 104 FM, to relay the

message of its campaign among property owners, who were unhappy with their current investment & looking for a way out or those looking to upgrade their residential or commercial properties or those who wanted returns on their stuck investments.



About Investors Clinic

Established in 2006, Investors Clinic is a leading real estate firm based in India founded by **HONEY KATIYAL**. With 34 offices in India and 3 abroad, Investors Clinic has sold over 100,000 properties and generated revenue of more than 200 crores. It's hailed as the highest tax payer in the primary real estate services category in India.

Industry: **REAL ESTATE**
Location: **PAN-INDIA**
HT Medium: **RADIO**



The Challenge

The impact of the COVID-19 outbreak on Indian real estate has been devastating. It unsettled both the real estate businesses and property investors.

Both residential and commercial real estate properties got hit in terms of launch, sale and purchase.

As soon as the nationwide lockdown was announced in March 2020, the mass exodus of migrant labourers brought all construction activities in the real estate sector to a screeching halt and disrupted the supply chain significantly. Property transactions dipped to near zero.

Many investors and property owners got worried about how the pandemic will affect their real estate properties. A large number of them felt stuck and unhappy with their real estate investments, while others wanted returns on their stuck investments. Some were even keen to upgrade their residential or commercial property seeing the low housing demand during this time.

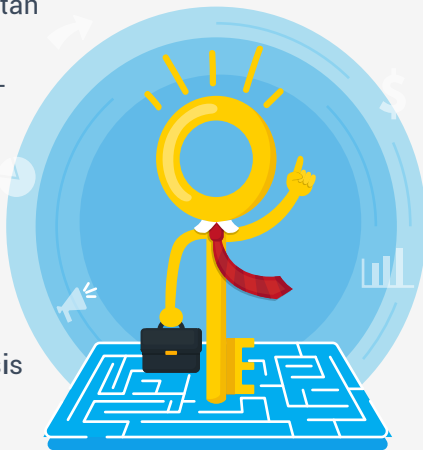


The Solution

Living up to its reputation of channelizing the market and transforming the real estate sector, Investors Clinic intended to help property owners, who were keen to sell their under-construction property and shift to a ready-to-move residential or commercial property or those whose old land or residential property weren't yielding good returns and wanted to sell those to acquire new properties.

The real estate consulting firm's top management recognized that they needed a particularly unique and creative way to advertise their campaign. They then approached Hindustan

Times Media Group to seek our consulting, creative help and massive reach in their pursuit to help real estate businesses recover from the COVID crisis through their campaign.



A Strategic Approach to Advertising

Complying by our recommendation to refrain from plain vanilla advertising, and rather go for a combination of radio and digital advertising through the month of August, Investors Clinic launched their campaign – "Mission Azaadi" – a freedom drive to upgrade or change property for investors in the Delhi/NCR region only on our popular radio stations Fever FM and Radio Nasha and digital properties.

There were a series of Bharat Positive shows also done to create buzz around this campaign. Jingles

spanning over 30,260 seconds played on Fever FM and Radio Nasha.

Our Facebook channel broadcasted live roundtables presided over by the founders of Investors Clinic - Sunny Katiyal and Honey Katiyal. Many real estate brokers, builders, and other business owners attended these roundtables. Hundreds of property investors asked these real estate pros questions or concerns about the details of this campaign, the current state of the industry, their predictions, investments and choices for this year and beyond.



The Result

With many reputed builders and developers on board like M3M, Migsun Group, Supertech, Bhutani Group and others, this campaign garnered an overwhelming response from customers.

