



Nomenclature stands out to be the first identity of any entity. Naming it correct should be of utmost importance as it is destined to build the first perception

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*“What’s in a name? That which we call a rose,
By other name would smell as sweet”*

William Shakespeare, Romeo and Juliet





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AS perfectly quoted by Shakespeare makes us believe the fact that no matter the name, the essence remains the same. But in India, names make a huge difference in how we perceive somebody. Be it a living personality or even a non-living entity, names play a major role in describing. Real estate sector in India and across the globe are very selective when it comes to naming their properties as it allows the potential customers to connect and understand better. Naming also allow in selection of a valid theme for the project which further enhances the look and feel for the project thereby increasing the chances of being accepted by the customers.

“The act of naming and significance behind those names is an intrinsic part of every culture and that they are of enormous importance to both, the one who is receiving it and those who undertake the task of naming. Real estate sector is no different and is extremely particular in naming their projects as they are considered no less than a company’s child and provide a distinct identity to their product. For the customers and the society, naming of projects allows them to understand what it might hold and what is being offered to them”, enlightens Rajesh Goyal, vice president CREDAI-Western U.P. & MD, RG Group. The company has several projects in NCR with highly thoughtful names. For instance, its luxurious project named as ‘RG Luxury Homes’ speaks for itself and what it offers to its customers. Adding to the view, Pradeep Jain, chairman, Parsvnath Developers Ltd. states “A name is a reflection of aspiration and feelings. Naming a project, real estate projects in particular, is of utmost importance as it helps build the perception amongst the target audience thus becoming the identity of the project.” Parsvnath also follows this strategy of naming smartly with its quite a few projects named on the basis of their target customers and its offerings. For example, its project Parsvnath Exotica in Gurgaon is a name based on luxuriousness of the project on offer. Also, its project Parsvnath Aakanksha at Parsvnath City in Jodhpur was designed anticipating the aspirations of a first time home buyer as it is poised to fulfil the dream of owning a house and moving from a rented accommodation to their own apartment. Vivek Singhal, president - corporate strategy, M3M Group has an equivocal say on this where he quotes, “Name signifies the ethos of the project. The first thing a customer gets to know about the project is its name & it creates an image in customer’s mind. For example our flagship project named ‘Golf Estate’ represents exclusive Golf living experience with lush landscapes, exotic water bodies and endless greens. Another of our project named ‘Polo Suites’, a Polo themed luxury residential Project, comes with access to exclusive polo clubs along with special invites to select Polo matches.”

NAMES TO MATCH THEMES

Modern day concepts of naming are much different. Today, names are being followed on the basis of regions, themes, offerings and even religion. Moving further on the discussion, Sanjay Khorana, senior vice president, Tashee Group says, “In the real estate sector, names have to be carefully selected to make sure that the correct message reaches in the ears and minds of the customers. This sector usually chooses names that match the theme of project, region of deliverance or even the philosophies through which the company promotes itself. For the customers and the society, naming of projects allow them to understand what it might hold and what is being offered to them.”



Western culture has had a mammoth influence on our country which has provoked the developers to offer projects based on unique themes. For instance, NCR realty major with over two decades of experience, Ajnara India Ltd. has several projects based on country themes. Its project, 'Ajnara Ambrosia' with Spanish theme makes this project look like a little Spain in itself. 'London Square' another project by the group offers lavish theme based on English way of living. "Theme based construction is presently trending in the Indian realty sector with developers offering a series of theme based projects and townships. Even we are a part of this boat with all 3 of our current projects based on a unique floral theme. But at the same time, we make sure that this theme is prominently visible and felt throughout the premises as we offer beautiful landscaped gardens, massive green covers and much more", expresses Rupesh Gupta, director, JM Housing. Another NCR realty major Shri Group has been known for its noticeable presence in the city of Lord Krishna, Mathura & Vrindavan. The company has numerous projects in the region and follows a religious theme for its projects with 'Radha' word attached in names of the projects such as 'Shri Radha NRI greens', 'Shri Radha Valley' and 'Shri Radha Florence' to name a few. Putting more light on the concept, Ajay Khetarpal, CMD, Sunhill Homes Pvt. Ltd. says, "At times, property names do reflect the essence of the significance for which it stands for. Examples could be property names based on their locations like river or mountain or sea fronts or names based on themes like sports, wellness etc. Properties have also been named after flowers or trees or mountains or rivers or even artists. The name Sunhill Meadows signifies its open, sunny free flowing green areas with planned flora interspersed with walkways and play areas, a place to stay in nature's vicinity where one can bask in sunlight, stroll through greenery and enjoy nature's touch of warmth and energy."

PROMOTING RECALL ABILITY

The best feature of smart naming is that it increases the retention and recall ability. Theorists and researchers have always promoted the value of selecting names that have a related meaning to the identity so as to promote the recollection ability. Words with direct meaning and derived from a direct word are able to hold a greater recall

value. For instance, the word 'Pentium' is derived from a Greek word 'pente' which means five. Also, shorter names have better retention than longer ones. "Even in real estate sector, names have to be carefully selected to make sure that the correct message reaches in the ears and minds of the customers. This sector usually chooses names that match the theme of project, region of deliverance or even the philosophies through which the company promotes itself. Such names are suitable for the general as well as targeted audience in order to achieve the proper retention and recall of the brand name", explains Rakesh Yadav, chairman, Antriksh India. Adding more weight to the topic, Pradeep Aggarwal, chairman, Signature Global says, "We usually choose names that match the theme of project, region of deliverance and even the philosophies through which the company promotes itself. Such names are suitable for the general as well as targeted audience in order to achieve the proper retention and recall of the brand name."

A developer highlighting their project as a sports theme based must not name it as 'kid's paradise'; or a kid's theme based project shouldn't be named as 'sports ground' as this will only become misleading for the audience which will further lead to confusion and lowered sales. "The idea of name not holding much importance is more than often referred to as a highly philosophical ideology. It has been from times immemorial that people ascribe names to places that hold importance. Generally the name of a building or a place was given to honor some very reputed politician or a person with high leadership skill in her/his respective field. But this scenario has changed with the introduction of BBR-Boutique Branded Residencies. These houses are not merely named after a person rather they embody a value system and that value comes from the domination of such facilities, ambiances & structure of the building which are inspired by the life & taste of that person. For example, the Michel Schumacher World Tower (MSWT) is not merely a tower named after the sports legend associated with F1. The project embodies sports as its central theme. With its remarkable & incomparable features it is bound to be recognized in the international luxury & lifestyle homes market", concludes Rajesh K Gouri, vice president, Homestead.