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**CUT TO THE CHASE**

**“WE HAVE ALWAYS LOOKED AT NEWER WAYS TO CONNECT WITH OUR VALUED CUSTOMERS”**



**PANKAJ BANSAL**  
DIRECTOR, M3M GROUP

**I**f your dream was ever to own a luxury home, this might just be the time for it to come true. Gurugram-based realty developer M3M is putting its prized residential properties up for first of its kind bidding process. This is for the first time in India that built up inventory is being put up for bidding on an online platform by a developer. The campaign named 'My Bid, My Home' has been launched in association with the country's leading online real estate portal Magicbricks.com. PANKAJ BANSAL, director, M3M Group, shares his views on the unprecedented drive.

■ **Why do you think the campaign 'My Bid, My Home' is good for the market?**  
Till now, the real estate market in India has only been operating through the conventional methods of selling. Channel partners, IPCs and direct methods of selling have been the norms. Now is the time when we need to explore newer options to reach our target clients. With this process we are giving options to the clients to choose his own way, the way he wants to purchase his property. With this we are bringing something new to the real estate market. M3M as an innovative company has always looked at newer ways to connect with the valued customers and this is an ideal platform to do the same.

■ **How do you think the consumer will gain through the bidding process?**



In the bidding process, the consumer is already aware at what he wants to purchase. He is not evaluating options. Through this bidding process he can have all the needed parameters at one location, on the bidding website. Location, price, features, different evaluating parameters, everything is there on one single platform. The bidder is also fully aware if there are options available in the kind of property

he is looking at. He has an option of having a virtual tour of the property. He has the freedom to make up his own mind, without being guided by any external agencies or partners. We are putting up only the delivered properties for sale. So there is zero risk involved in this buying process. With this bidding opportunity, M3M has brought to the forefront an excellent option for genuine buyers who till now had been

apprehensive and were waiting for the right price.

■ **Tell us something about the M3M properties which are up for bidding?**  
The residential properties which are part of the bidding process are all world-class properties and include M3M Golfstate (Fairway West), M3M Merlin, M3M Woodshire and M3M Marina. Three of these developments were recently

delivered by the group and possession phase is currently on in these. They include M3M Golfstate, M3M Merlin and M3M Woodshire.

M3M Golfstate brings India's first in-city 'Golf Resort' themed living experience to luxury lifestyle enthusiasts. The development features luxurious 3, 4 & 5 bedroom residences, duplex and penthouses, with best-in-class partners and matchless amenities.

M3M Merlin brings the unique charm of Singapore style, world-class residences to Gurugram. The project is meters away from the Golf Course Road Extension. Strategically planned to meet all residential needs comprehensively, it offers 3 and 4 BHK residences to those looking for a stylish and classy lifestyle. Located close to the Delhi border, M3M Woodshire brings one close to nature with nearly 70% open space. M3M Marina located in sector 68, Gurugram, is a high-rise residential development with large central greens surrounded by waterfront paradise.



■ M3M Woodshire



■ M3M Golfstate sample apartment



■ M3M Golfstate sample lobby



■ M3M Merlin