

**4Ps**  
BUSINESS & MARKETING

COVERSTORY



*India's Best Marketed  
Real Estate Company 2011*

**UNITECH GROUP**

**MOST RECALLED COMPANY**



With the economic conditions reviving, consumers/investors are again on the trot for the best possible opportunity to fulfil their real estate dreams. Under such a scenario, 4Ps B&M in association with ICMR (Indian Council for Market Research) conducted a survey in Delhi, Mumbai, Kolkata, Bengaluru, Chennai, Pune and Ahmedabad to find out which all companies are playing the marketing game to perfection. To identify the Best Marketed Real Estate Companies (in both residential & commercial segments), the survey used multiple parameters including infrastructure, financing options, location, past projects, timely completion and possession. A sample of around 50 respondents was covered in each city. The final list was prepared based on the frequency of responses obtained from the respondents. A separate opinion poll was conducted to list the top companies under the various categories aka most recalled, trusted et al.

PLANMAN  
MEDIA



HUMAN FACTOR

