

SMART INDIA REAL ESTATE & INVESTMENT EXPO 2016 & AUSTRALIA - INDIA BUSINESS SUMMIT 2016 in AUSTRALIA

An Initiative By



Supported By

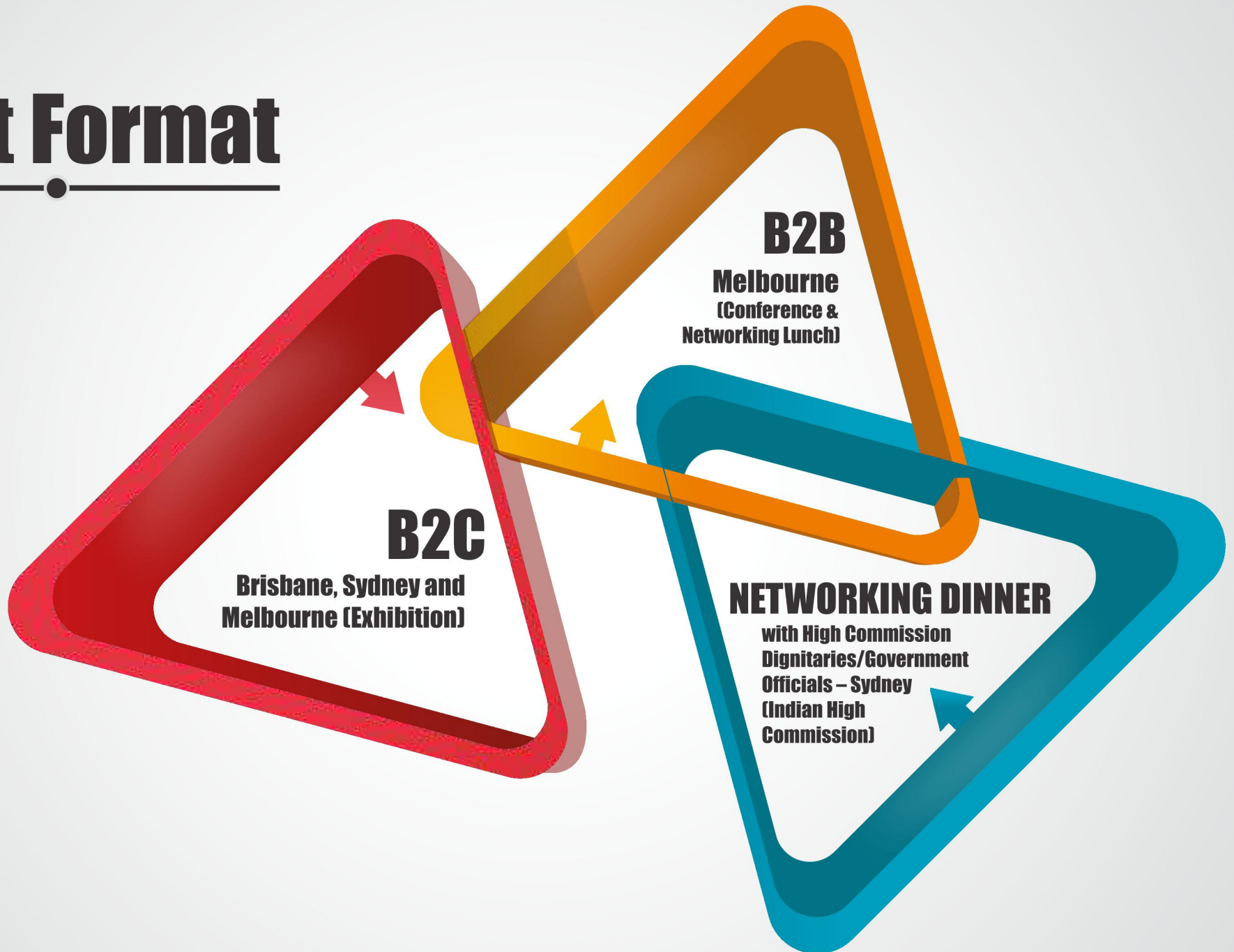


CITIES FOR
SMART INDIA REAL ESTATE & INVESTMENT EXPO 2016
&
AUSTRALIA - INDIA BUSINESS SUMMIT 2016



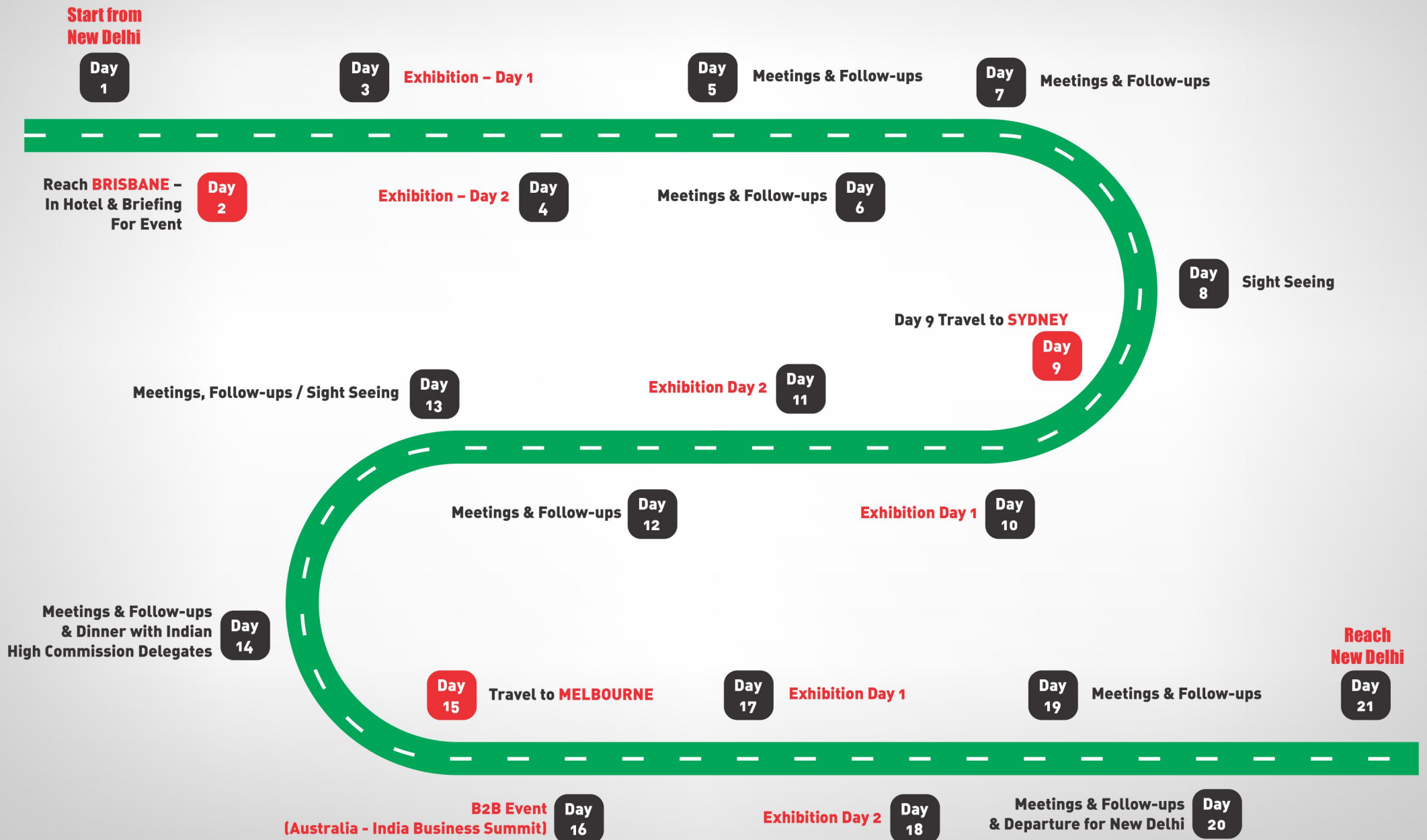
BRISBANE - SYDNEY - MELBOURNE

Event Format



Proposed Event Schedule

August-September 2016



Biggest Ever Indian Real Estate And Investment Expo in 2016

21 DAYS

21 Days Result Oriented Business Activity.



Attendees Key Patrons including members of various Chambers and Associations, such as Australia Indian Business Council.



Australian Developers, Brokers, Investors, Venture Capitalists, Fund Managers, Investment Bankers and HNI's.



Event Covered By Australian/Indian Media.



All Australian events to be hosted in iconic venues, ensuring a highly professional and memorable experience for all stakeholders.

EVENT HIGHLIGHTS

Event Perfectly Aligned and Positioned with Governments Initiative of Increasing Business with Australia.

A training session will be organized for the delegates by a senior EARNEST AND YOUNG trained Consultant.

Cultural Incentive: To encourage B2C clients the event will also have a kids and food zone to encourage investors to attend with whole family, allowing for a greater buying experience.

Event Inaugurated by Indian/Australian Key Dignitaries.

Event supported by



Participation and Involvement of Industry Leaders/ Semi Government - Government Bodies.

DEMOGRAPHIC OF INDIAN POPULATION IN AUSTRALIA

Average
Monthly
Wage of
Indian
Australian

Maximum: 15,000 AUD

Average: 6,188 AUD

Median: 5,317 AUD

Minimum: 2,000 AUD

Australia has found a boom in Indian population which has resulted in tripling the Indian population in 10 years.

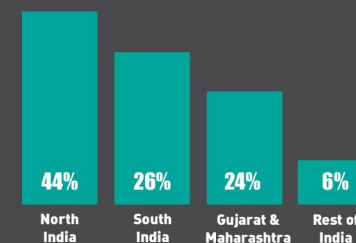
New Australian government figures released shows that some 41,500 migrants who settled permanently in Australia in 2013 -14 came from India.

Almost 480,000 + Indians are residing in Australia and out of that 80% of Indian population lives in Sydney, Melbourne & Brisbane.

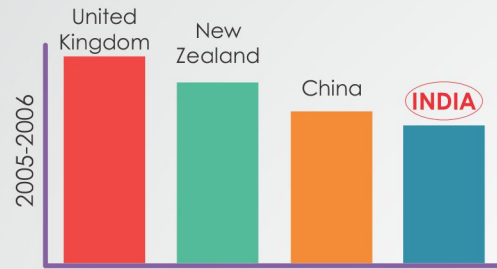
Median Age of India born is 33 years, 57.2 % are between 25 - 44 years age and 15.7 % are between 45 -64. Male to Female ratio is 125.2 male per 100 Female.

Top three Indian communities residing in Australia are Punjabi's, South Indian's & Gujarati.

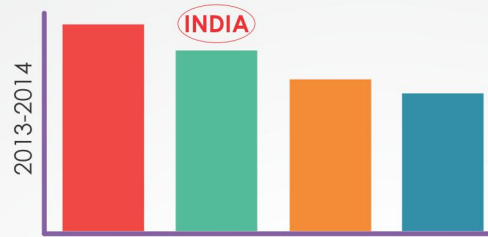
Top occupation sectors for Indians in Australia are Information Technology, Accounting, Banking, Engineering related services, Government Jobs and Business Ownership.



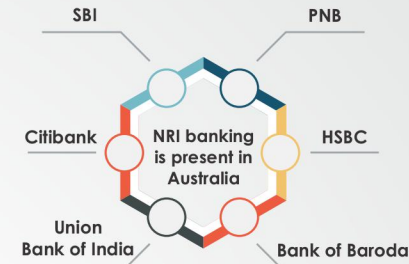
WHY AUSTRALIA ?



Permanent migrants to Australia



The second largest migrant community in Australia



Indian banks such as SBI, PNB, Bank of Baroda, Union Bank of India, Citibank & HSBC NRI banking is present in Australia

A\$7 TRILLION

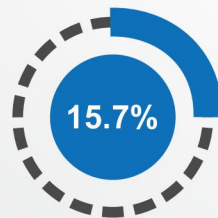
Australia's financial services sector has assets of more than A\$7 trillion, over four times Australia's nominal GDP the world's fourth largest pension assets pool the third largest liquid stock market in the Asian region after Japan and China strong financial market turnover.



Forecast for Australian real estate expected to slow down in short to medium term which should encourage people to consider off shore investment

The Australian economy is the world's 12th largest

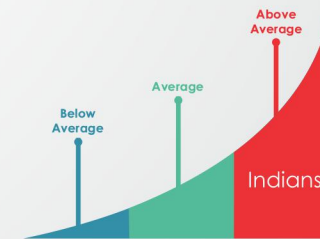
The Australian economy is the world's 12th largest in its 25th year of uninterrupted annual growth supported by high productivity levels, home to the largest pool of funds under management in the Asian region.



In 2011-12, Indians became the largest source of permanent migration to Australia



Buying power of Australian Dollar is high which makes investment in Indian market more affordable.



Indians in Australia have above average income level.

WHY PARTICIPATE ?

Get global brand exposure and promote the projects to NRI buyers in Australia.

Significant Increment for NRI's Investment in India due to High Dollar rate.

To deliver the right value by efficiently exhibiting to the right customer face to face.

Participant Developer will be able to access Australian Business Council for Business Opportunities in Australia.

Best medium to gain direct feedback from NRI Investors.



Cost effective for networking and advertising.

21 days Activity planned so that Sales closures can be realized immediately.

A well-marketed event with aim to cater investment needs .

Participant Developers with us will showcase Verified & Premium Category properties.

Focused target audiences which result in direct sales opportunities.

Media Plan

Sr. No.	Print	Radio	TV	Digital
1	Event promotion in leading Indian newspaper in all 3 cities.	SBS Radio	Colors	Google ads
2	Event promotion in leading Australian newspaper in all 3 cities	Navratang	Star Plus	Social Media Campaigns on (Facebook, LinkedIn , Twitter)
3	Pamphlet Distributions at Metro Stations In Each City	Radio Garam Masala	Sony	List Rentals Platforms
4	Posters On All Indian Stores & Restaurant for 6 weeks	93.1 FM	NDTV	E-mail Marketing
5	10,000 Direct Mail Out INVITATION to High Net Worth Professional and Businesses		4 weeks of TV Campaign both in India & Australia	Database Marketing Through Various Platforms

Stall Categories

Platinum Partner
8x6 Sqmtrs
(48 Sqmtrs)

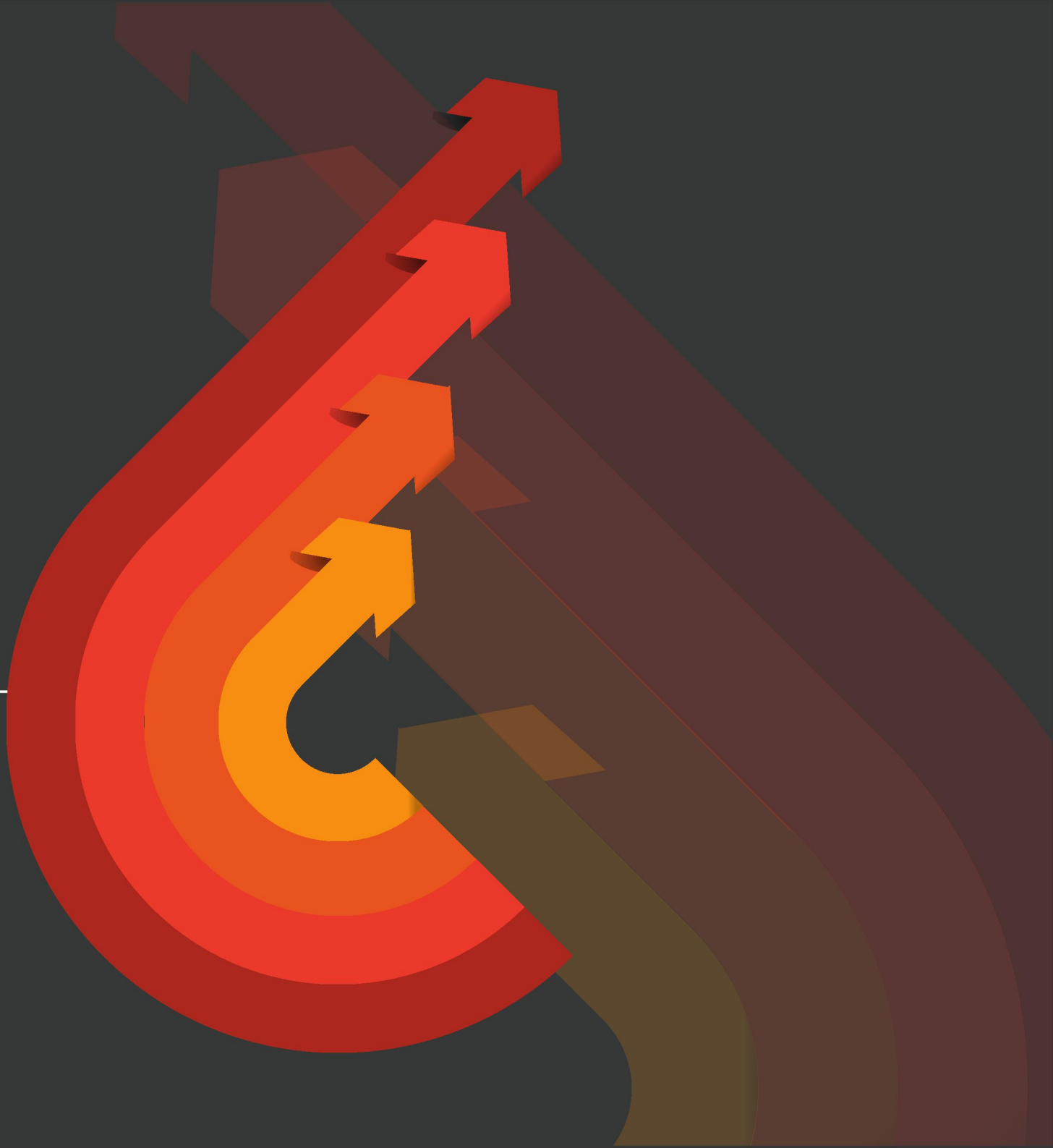
Gold Partner
6x4 Sqmtrs
(24 Sqmtrs)

Silver Partner
6x3 Sqmtrs
(18 Sqmtrs)

Participant
4x3 Sqmtrs
(12 Sqmtrs)

Participant
3x3 Sqmtrs
(9 Sqmtrs)

STALL DELIVERABLES



PLATINUM PARTNER

- Stall Size: 8*6(48 Sqmtrs).
- Octanorm Structure, Fascia, 8 Spot Lights, 2 LCD.
- 2 Power Points, 9 Chairs, 3 Tables.
- Company Logo as Platinum Partner on all Marketing and media Communications.
- Company Profile and Project details uploaded on event web page.
- Exclusive Interaction of Exhibitors Delegates to be highlighted in Australian Media.
- 25 Exclusive TV Slots on different channels. (*Media file to be provided by Exhibitor maximum up to 20 seconds).
- Podium Presence for Business Summit – as a guest speaker.
- After Event - Marketing on database generated from the Exhibition.
- All Inclusive - Travel Package of 1 Exhibitor Delegate.
- All Inclusive - Travel Package of 1 Director/CEO for 3 days for Business Summit.
- Dinner at Indian High Commission/Opera House – Sydney.

GOLD PARTNER

- Stall Size: 6*4(24 Sqmtrs).
- Octanorm Structure, Fascia, 6 Spot Lights, An LCD.
- 2 Power Points, 6 Chairs, 2 Tables.
- Company Logo as Gold Partner on all Marketing and media Communications.
- Company Profile and Project details uploaded on event web page.
- Exclusive Interaction of Exhibitors Delegates to be highlighted in Australian Media.
- 10 Exclusive TV Slots on different channels. (*Media file to be provided by Exhibitor maximum up to 20 seconds).
- Podium Presence for Business Summit – as a guest speaker.
- After Event - Marketing on database generated from the Exhibition.
- All Inclusive - Travel Package of 1 Exhibitor Delegate.
- Dinner at Indian High Commission/Opera House – Sydney.

SILVER PARTNER

- Stall Size: 6*3(18 Sqmtrs).
- Octanorm Structure, Fascia, 4 Spot Lights.
- 1 Power Point, 6 Chairs, 2 Tables.
- Company Logo as Silver Partner on all Marketing and media Communications.
- Company Profile and Project details uploaded on event web page.
- 5 Exclusive TV Slots on different channels. (*Media file to be provided by Exhibitor max upto 20 seconds).
- Dinner at Indian High Commission/Opera House – Sydney.

PARTICIPANT

- Stall Size: 4*3(12 Sqmtrs).
- Octanorm Structure, Fascia, 2 Spot Lights.
- 1 Power Point, 3 Chairs, 1 Table.
- Company Logo on Marketing and media Communications.
- Dinner at Indian High Commission/Opera House – Sydney

- Stall Size: 3*3(9 Sqmtrs).
- Octanorm Structure, Fascia, 2 Spot Lights.
- 1 Power Point, 3 Chairs, 1 Table.
- Company Logo on Marketing and media Communications.
- Dinner at Indian High Commission/Opera House – Sydney.

21 DAYS TRAVEL PACKAGE INCLUSIONS

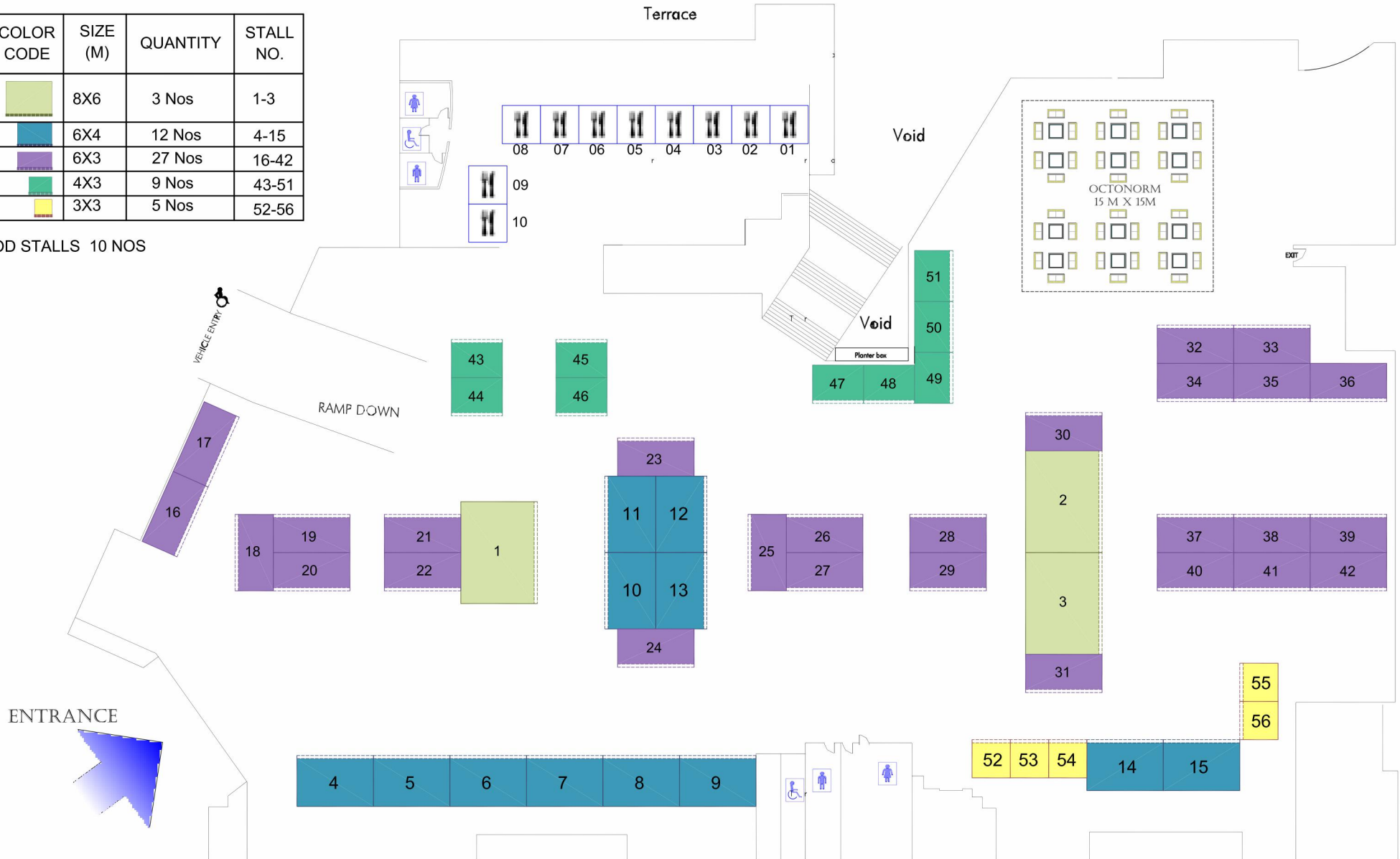
- **Visa Assistance**
- **International and Domestic Air Travel**
- **Travel Insurance**
- **Accommodation in 4 - 5 Star Properties on Twin Sharing basis for Entire Stay**
- **Breakfast, Lunch & Dinner for Entire Stay**
- **Airport Transfers**
- **Return Transfers from Hotel - Event Venue**
- **Site Seeing Tours**
- **Local Sim Cards**
- **Emergency Contact No.**
- **Travel Map**



BRISBANE - BRISBANE SHOW GROUNDS






Sn.	COLOR CODE	SIZE (M)	QUANTITY	STALL NO.
A		8X6	3 Nos	1-3
B		6X4	12 Nos	4-15
C		6X3	27 Nos	16-42
D		4X3	9 Nos	43-51
E		3X3	5 Nos	52-56

 FOOD STALLS 10 NOS

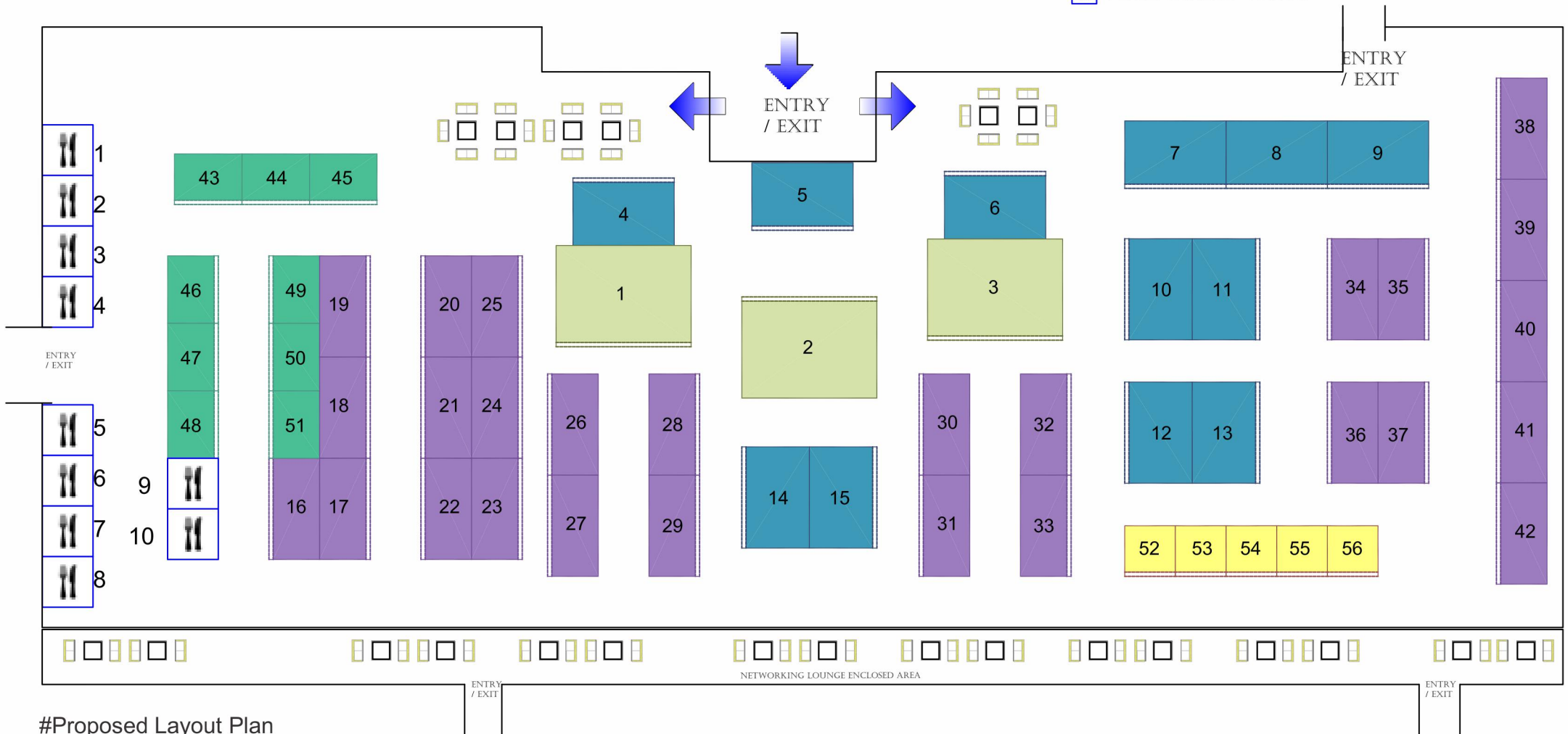


#Proposed Layout Plan

SYDNEY ROSEHILL GARDENS






Sn.	COLOR CODE	SIZE (M)	QUANTITY	STALL NO.
A		8X6	3 Nos	1-3
B		6X4	12 Nos	4-15
C		6X3	27 Nos	16-42
D		4X3	9 Nos	43-51
E		3X3	5 Nos	52-56

 FOOD STALLS 10 NOS



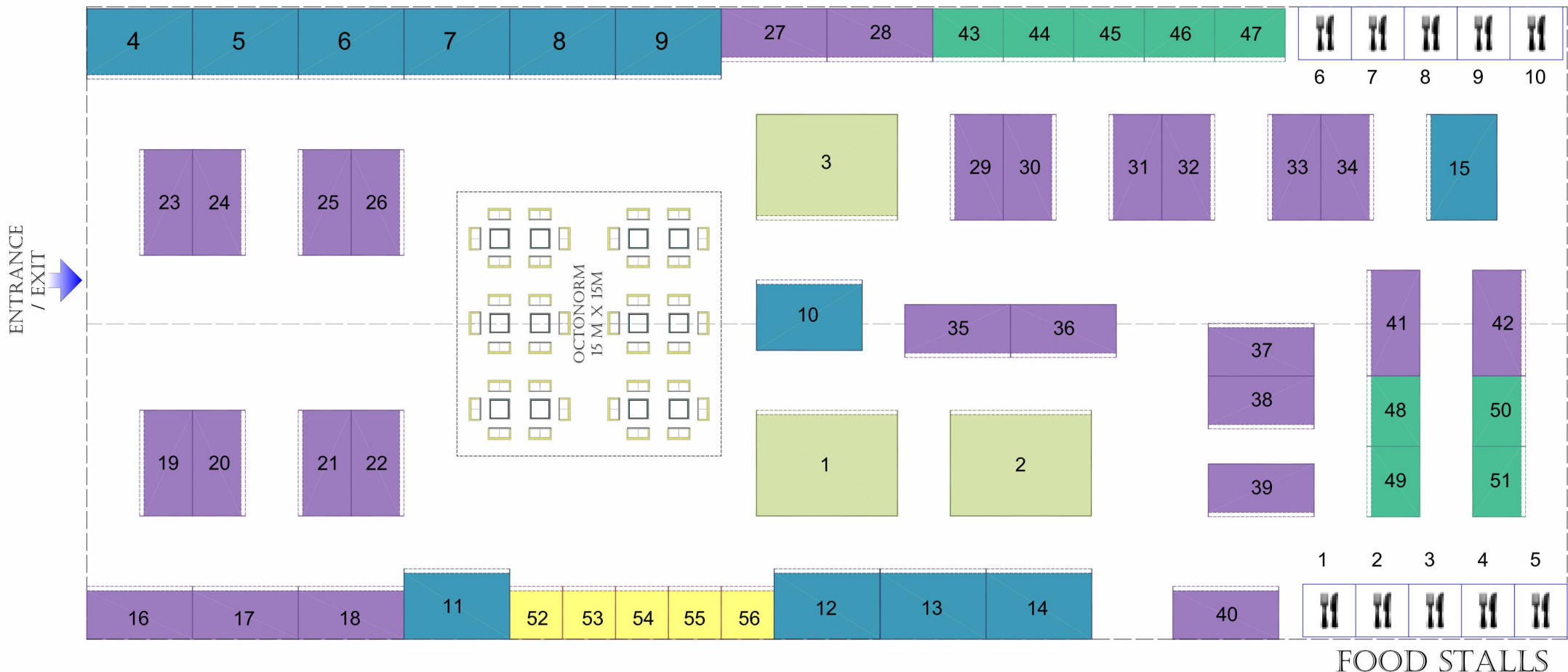
#Proposed Layout Plan

MELBOURNE MELBOURNE CONVENTION CENTRE

Sn.	COLOR CODE	SIZE (M)	QUANTITY	STALL NO.
A		8X6	3 Nos	1-3
B		6X4	12 Nos	4-15
C		6X3	27 Nos	16-42
D		4X3	9 Nos	43-51
E		3X3	5 Nos	52-56

 FOOD STALLS 10 NOS

FOOD STALLS



FOOD STALLS

#Proposed Layout Plan

SEE YOU AT SMART INDIA REAL ESTATE & INVESTMENT EXPO 2016

A

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