



## MARKETING OUTLOOK REAL ESTATE

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WITH **26 KEY PREDICTIONS** THAT WILL SHAPE  
THE FUTURE OF REAL ESTATE MARKETING

# FORE Word

At Tribeca, we've always believed that creating the **best product** is the only way to build the most enduring consumer real estate brand. That belief has helped us grow into **India's leading trophy property developer**, and one of the **largest branded residential developers** in the world. Our **obsession with product design**, our devotion to **customer experience**, and our conviction that **spaces should make people fall in love**, these are the pillars of everything we build. And our marketing communication is centered entirely around these pillars. That's why I believe **MORE 2026** is so timely.

**AI is the most profound megatrend of the last hundred years.** It will fundamentally alter how people live, work, and play, and by extension, how they buy, sell, and experience real estate. For developers, it's about staying ahead. Those who keep their ears to the ground and their minds open will find themselves at the forefront of this transformation.

From **smarter design tools and automated construction workflows** to **hyper-personalized marketing and predictive sales engines**, the gains in productivity and creativity are going to be extraordinary. At Tribeca, we're particularly excited about the potential for AI to **elevate storytelling**, to make our **brand and product narratives more immersive, more interactive, and more emotionally resonant.**

Our marketing has always followed a simple principle: **make people feel something.** We build experiences that people want to be a part of. Whether **luxury** or **mid-market**, our competitive advantage has always come from delivering a **better product**, and communicating its value in ways that are **human, intuitive, and memorable.**

**Alchemist's MORE 2026 captures these shifts with insight and depth.** Their work is a thoughtful lens into what's changing, and how developers, marketers, and leaders can prepare for what's next. As our partner, Alchemist have had a **front-row seat** to this evolution, and I'm glad to see them codify those learnings in a way that benefits the larger ecosystem.

The future will reward those who stay **product-obsessed, digitally fluent, and relentlessly relevant.** If you're building for **love**, not just for **bookings**, you're already on the right path.



**Kalpesh Mehta**  
Founder, Tribeca Developers

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# PURPOSE OF MORE

As leaders in real estate marketing, it's both our **responsibility** and our **privilege** to contribute meaningfully to the industry. At Alchemist, we've spent years partnering with developers, shaping brands, and learning from the ground up what works, what changes, and what's next. That journey has led to **MORE** – Marketing Outlook for Real Estate. It's a **sharp document** built to help **marketers, developers, and decision-makers** think clearer, act faster, and lead better. Born from years of building brands, running campaigns, and sitting inside boardrooms, MORE captures the **real shifts we've seen**, and the ones we know are coming.

Here's the thing. It's easy to **spot a trend**. Harder to know what to **do with it**. That's where MORE comes in. It doesn't just point to what's changing, it explains **what that change means, who it impacts, and how to respond**.

**MORE 2026** puts the spotlight on what matters most right now: the way **buyers are thinking, how credibility is built, what channels are actually converting, and how storytelling is evolving** in the real estate space. From **branded residences** and

**lifestyle-first messaging to data-led campaigns and new content ecosystems, we break down what's rising, and what's losing relevance.**

This isn't a theory. These are **real insights** you can use to make **calls that matter**, about your **media mix**, your **messaging**, your **brand position**, and your **growth bets**.

At its core, MORE is about **clarity**. It's about giving the industry a **sharper view, a stronger filter, and a smarter way to move forward**.

So whether you're **launching something new, fixing something old**, or just want a **smarter take** on what's coming, this is for you.

**Welcome to MORE 2026. Let's make it count.**

**Manish Porwal**

Managing Director, Alchemist Group

# SCOPE OF MORE

MORE 2026 offers a keen insight into the **pivotal trends** poised to transform real estate marketing in India in the coming year and beyond. This report highlights the evolving trends in **consumer**

**behavior, the integration of innovative marketing technologies, and the increasing significance of sustainability, personalization, and digital content strategies.**

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## IT SPECIFICALLY EXAMINES:

- The influence of **automation, AI, and data analytics** on the effectiveness of campaigns.
- Shifting **consumer expectations** and **evolving content preferences**
- **Immersive and experiential marketing** tools on the rise.
- The increasing **impact of social media** and the rise of **resident-driven brand development**
- **Sustainability** is pivotal in crafting compelling brand stories, amongst others.
- Innovative strategies are emerging across various categories and regions.

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This analysis focuses exclusively on trends in **marketing and communication**, intentionally excluding sectors such as construction, regulatory frameworks, and financial modeling. This report is

designed for marketing leaders, developers, brand strategists, and anyone eager to confidently navigate the evolving landscape of real estate branding.

# EXECUTIVE Summary

A significant transformation is underway in real estate marketing. In the upcoming future, a **transformation in property sales and brand-customer interactions** will be essential due to emerging business trends. **Technology, evolving customer demands**, and an increased emphasis on **lifestyle over mere physical assets** are driving these changes.

The focus has shifted from merely **selling space to creating a comprehensive living ecosystem**. Homebuyers today seek developments that incorporate **smart living, wellness, and a sense of community**. In this evolving landscape, the worth of a place extends beyond mere geography. The offerings of services and events also contribute to this.

Consequently, developers will innovate new lifestyles, enhance collaboration methods, and offer more personalized options, from floor designs to technology-integrated interiors. **Style and customization** will take precedence over structure and room. **Sustainability** will no longer be a distinguishing factor for brands; it will simply be the standard expectation for all.

Trust will evolve as well. **Authentic, localized narratives are gaining traction over conventional advertisements and celebrity endorsements**. Authentic voices from the community and content created by users will resonate far more than meticulously crafted campaigns.



Marketers should shift from **broadcasting messages to engaging in meaningful conversations**. Uniting community, technology, and the voice of the customer will be essential for achieving success. The **leading brands will harness data** to tailor their offerings and reimagine customer connections from the foundation up.

MORE 2026 assists in understanding the implications of this change. This discusses the major shifts in marketing and offers developers practical advice to **remain at the forefront**, enabling them to make informed decisions, engage with audiences authentically, and ensure their **brand's lasting relevance**.

Curated, Compiled and Edited by  
**Saima Siddiqui**  
Sr. Consultant, Alchemist

## Clayber, Reporting In.

Hey there. I'm Clayber, an insider from **Alchemist Clay**, all about making sense of the madness. While the world throws opinions, I bring **proof**. You'll find me throughout this report, popping up wherever the numbers say something worth **dwelling deeper upon**.



# INDUSTRY LANDSCAPE IN 2025

## A Snapshot

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### TECHNOLOGY IS TRANSFORMING THE REAL ESTATE LANDSCAPE.

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The real estate industry is experiencing a significant shift driven by the emergence of **PropTech**. **Virtual reality and Augmented reality** will enable potential buyers to enjoy immersive virtual tours from the comfort of their own homes. **Online property searches** are projected to represent around **80%** of all transactions, a significant trend in a diverse and geographically varied market such as India. Real estate transactions, whether rentals or purchases, will evolve to be **more transparent**, efficient, and tailored to individual needs thanks to **AI-driven property management tools**.

Smart, energy-efficient homes featuring advanced automation systems are increasingly becoming popular. It's anticipated that **15–20% of new homes in India will incorporate smart home technology**, fueled by a growing desire for convenience, security, and sustainability. To remain competitive, developers need to adopt **IoT components as a fundamental standard**.



## THE EMERGENCE OF TIER 2 AND TIER 3 CITIES

Metros such as **Mumbai, Bengaluru, and Delhi** continue to lead, yet **Tier 2 and 3 cities** are **rapidly emerging** as significant players. The surge in infrastructure development, including new highways, metro systems, and Smart Cities initiatives, is paving the way for a **real estate boom in smaller cities**. Developers are expected to dedicate a **minimum of 40% of their resources to these markets**, driven by the increasing need for affordable housing, commercial offices, and warehousing.

Metric	Tier-2/3 Cities
Land acquisitions	44% of new land
Retail stock	+25 M sq ft by '29
Warehousing	~100 M sq ft new
Home sales value growth	+6% Q1 '25
Price appreciation	+80-90% over 5 years

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*The real estate market in Delhi-NCR remains resilient, driven by infrastructure growth, demand for quality housing, and rising investor confidence. Meanwhile, tier 2 cities like Lucknow are emerging as hotbeds of opportunity, with improving connectivity, government push, and growing aspirations making them the next frontier for both developers and buyers.*

**Yash Miglani,**  
Managing Director, Migsun Group





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## LUXURY HOUSING ATTRACTS AN INCREASING NUMBER OF BUYERS.

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By 2026, we anticipate a remarkable **25% increase in the demand for luxury and ultra-luxury homes**, fueled by high-net-worth individuals, non-resident Indians, and wealthy domestic buyers. Today's consumers seek more than just space; they desire intelligent homes, prime locations, and experiences from renowned brands. Luxury developers from around the globe are making their way into Indian hotspots such as Mumbai, Goa, and Delhi NCR, keen to satisfy the growing demand.

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## WORKPLACES EMBRACE FLEXIBILITY AND SUSTAINABILITY

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The commercial office sector is undergoing a transformation with the rise of hybrid work models. Flexible office solutions and **co-working spaces** are expected to account for **25% of new demand**. The push for cost efficiency, adaptability, and the allure of eco-friendly certified environments are shaping this trend. **LEED-certified buildings are anticipated to achieve higher leasing rates.**





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## WAREHOUSING EVOLVES INTELLIGENTLY

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The rise of e-commerce is driving a surge in logistics and storage solutions. **Almost 30% of new warehouses are set to be advanced facilities tailored for last-mile delivery and quick fulfillment.** There is an increasing demand in Tier 2 cities situated close to key transit corridors. Driving this transformation are national initiatives such as dedicated freight corridors and the implementation of the National Logistics Policy, designed to enhance supply chains and accelerate delivery times.



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## GREEN BUILDINGS ARE BECOMING THE NORM.

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Sustainability is a path we must embrace without hesitation. Approximately **40% of newly constructed green buildings will feature solar panels, rainwater harvesting systems, and energy-efficient technologies.** Certifications from IGBC and LEED will serve as vital trust indicators moving forward. Homebuyers, particularly millennials, are increasingly looking for properties that align with their commitment to environmental values.

## KEY STATISTICS TO SHAPE 2026'S MARKETING STRATEGIES

As the Indian real estate sector evolves, **several key statistics** will help define the marketing strategies for 2026:



# THE 26 PREDICTIONS for 2026 & BEYOND



## SERVICISATION OF REAL ESTATE PRODUCTS

The real estate industry is moving away from a **paradigm that focuses on selling products and toward one that focuses on services**. In this new model, the goal is to **provide a whole lifestyle experience**, not simply sell a physical location. This movement is changing the way **value is created, delivered, and maintained**. Homes are becoming

**dynamic platforms** instead of static assets. As the sector goes toward **servicisation**, the value of properties will go beyond the traditional idea of a building.

## WHAT'S ALREADY IN MOTION:

**Trilive by Tribeca x Housr** is a great example of a **subscription-based living model**. It offers **fully-managed services** like maintenance, rental revenue assurances, and community programming. This paradigm changes the meaning of ownership by giving people **access to a network of lifestyle services**.

**Mahindra Eden** combines **health architecture** with **financial optimization services**. It offers **air purification systems**, **biophilic designs**, and **financial and investment advice** after you buy anything.



## WHAT IT ALL MEANS:

The transition to a **servicised model** in real estate will **disrupt traditional business structures** and lead to the rise of **developers as lifestyle orchestrators**. By focusing on **service delivery**, developers can enhance **customer relationships**, build **long-term brand loyalty**, and create **new revenue streams** that extend well beyond the initial sale of a property.

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*"Real estate today goes beyond just selling homes. A developer's true role is to address genuine customer concerns and curate thoughtful experiences at every stage - from the first enquiry to post-possession. This includes timely communication, well-crafted digital touchpoints, and a continued commitment to enhancing the quality of life long after handover."*

**Anuj Goradia,**  
Director, Dosti Realty

Clayber Says:

Recent trends in the real estate market suggest that integrated living items, which are worth a lot since they come with services, now make up 40–60% of the total price. Industry reports say that this change will rise by 15% each year, as more developers switch to subscription models to meet changing customer needs.







## HOME BUYERS WILL ALSO BE HOME-MAKERS

The **premium real estate market** is moving toward a new paradigm in which **homebuyers are more involved in the design and building process**. This move means more than just customisation; it also means a **stronger bond between purchasers and creators**. Homes will become more than just products; they will become **unique reflections of who people are**, thanks to **tech-savvy consumers** who want **individualized experiences**. Developers that use this **co-creation strategy** can expect to **sell their homes faster and for more money** since customisation makes them seem more valuable and **meets the need for one-of-a-kind living places**.

### WHAT'S ALREADY IN MOTION:

**DLF's Bare Shell Revolution** has set a new standard with **The Camellias** and **The Dahlias**, which are **open-layout homes** that let owners make their own living spaces. This project has brought in more than **₹11,800 crore in sales**, which shows that more and more people are getting involved in design. **Birla Estates' modular customisation at Birla Navya** lets you choose your own layouts and finishes. **Godrej's intelligent customization projects**, such as **Aristocrat** and **Tiara**, integrate **wellness-focused designs with smart home amenities**, which helped sales reach over **₹8,000 crore in FY25 reservations**.

### WHAT IT ALL MEANS:

**Homebuyers are changing from passive consumers to active makers** in the real estate market. Developers will need to **rethink their business strategies** in order to take advantage of the growing demand for **personalized houses**. They will need to **focus on giving consumers more power** while also making sure that their operations are as **efficient as possible**.





## TESTIMONIALS WILL DOMINATE TRUST BUILDING CAMPAIGNS

As buyers increasingly seek **authentic, peer-driven experiences over polished advertising**, real estate developers must shift their marketing strategies to emphasize **genuine resident testimonials**. **Millennials and Gen Z**, in particular, place higher trust in the voices of fellow residents, valuing personal experiences and **social proof over celebrity endorsements**. This shift will change how developers foster , moving away from traditional, formal marketing to more **relatable, real-world stories** that resonate with prospective buyers. Residents themselves will become **key advocates**, sharing their experiences through social media, videos, and community forums, which will enhance credibility and drive engagement.

### WHAT'S ALREADY IN MOTION:

**The Wadhwa Group** focuses on real testimonials, particularly highlighting practical aspects like safety and design features, **fostering an emotional connection with potential buyers**.

Developers are increasingly relying on **resident advocacy programs**, where satisfied residents become **brand ambassadors**, sharing their stories and experiences, significantly **reducing marketing costs** while increasing sales conversions.

### WHAT IT ALL MEANS:

The shift towards resident-generated content offers significant **advantages** for real estate brands, driving **transparency and engagement**. This trend not only enhances marketing efforts but also improves **community building**, setting a new standard in real estate advertising. Developers who harness **this change will gain a long-term competitive edge**.

Clayber Says:

A study by the Berkeley Center for Marketing Research highlights that user-generated content is 35% more trusted than traditional advertising.



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*When a resident shares their story, it carries a truth no campaign script can replicate. In a market where trust is everything, these voices aren't only persuasive but also essential. Today's buyers are sharp. They want the facts, but they also want something that feels real. Honest testimonials bring that missing layer of credibility. They support the message and they often become the reason people believe it.*

**Harshwardhan Agarwal,**  
Director, Pride Purple Group

## NARRATIVE OF INTEGRATED LIVING WILL OUTDO TRADITIONAL PROPERTY MARKETING

Once a **government initiative**, this concept has now expanded to the **private sector** as well. Brands will integrate **residential, commercial, retail, and recreational spaces** into a broader **lifestyle ecosystem**. This shift will align real estate with complementary **lifestyle brands** like **gyms, cafes, and automotive**, creating a seamless narrative that



appeals to buyers seeking a **community-driven, aspirational life**. Township projects will increasingly highlight features like **schools, malls, and offices**, offering a “**city within a city**” experience. The future of real estate marketing will emphasize **living environments** that go beyond just homes to an **entire lifestyle**.

Clayber Says:  
According to a report by JLL India, 73% of homebuyers prefer integrated township developments that offer multiple lifestyle amenities and services, reflecting a growing market demand for lifestyle-focused communities.



### WHAT'S ALREADY IN MOTION:

**Hiranandani Fortune City** in Panvel exemplifies a successful lifestyle ecosystem, integrating **588 acres of residential, educational, healthcare, and recreational spaces**. The development's success shows that buyers are willing to invest in **comprehensive lifestyle solutions**.

**VTP Realty's Codename Pegasus** spans **165 acres** and includes more than **7,000 families**, featuring **sports academies, schools, and retail**, creating a **self-sufficient environment**.

**Brigade Gateway's Live-Work-Play integration** connects **residential, retail, healthcare, and**

**commercial spaces**, enhancing **convenience and operational efficiency** for residents, while boosting **developer revenue opportunities**.

### WHAT IT ALL MEANS:

The shift towards **lifestyle-based marketing** will continue to dominate the real estate sector. Developers who can create **seamless, integrated living experiences** will stand out, offering **greater value** to residents and tapping into a more **emotional connection**, ultimately driving **market success**.



## SUSTAINABILITY CREDENTIALS WILL BECOME ALMOST MANDATORY

Real estate that is environmentally friendly is no longer just a nice extra; it is becoming a **must-have**. Green features will go from being new marketing points to things that **everyone expects**. Projects must show that they are **sustainable** in a way that can be checked and that is based on **performance**. This can be done via certifications like **IGBC, LEED, EDGE, or Net Zero**. Buyers, investors, and regulators will want to see **proof** that a project can handle climate change, so it will be **necessary instead of optional**. As the need for **openness and responsibility** develops, developers that don't follow sustainability standards may not be able to sell their products. **This transformation can't be undone**, and it means that **every stage of development will be responsible for the environment** for a long time.

### WHAT'S ALREADY IN MOTION:

Signature Global's Titanium SPR in Gurugram has received **IGBC Gold and EDGE certifications**, showing that **being green and affordable can go hand in hand**. At the **2024 Property Guru Awards**, the project won "**Best Green Development (India)**."

**ESG concepts** are now a part of **Godrej Properties' fundamental operations**. The company's **ESG Factbooks** reveal outstanding achievements including **LEED Platinum, carbon reduction, and water recycling** goals. Their accomplishment shows how important **sustainability** is for company success.

### WHAT IT ALL MEANS:

The future of real estate depends on **sustainability**. Developers who use a **performance-driven, certified green approach** will do well, while those who don't fulfill these standards may become **less relevant**. In the years to come, the industry's **focus on sustainability will determine what makes a business successful**.

Clayber Says:

India has the third most LEED-certified green buildings in the world, with more than 10 billion square feet of green building space. By 2026, the Indian green construction market is expected to be around \$39 billion (Rs. 3.2 lakh crore).



With aims for **solar power** and **water positively**, **Brigade Citrine** is the **first residential project in India to have net-zero carbon emissions**. This sets a **high standard for future projects**.





## CLUSTER BRANDING WILL REPLACE INDIVIDUAL PROJECT MARKETING AS THE DOMINANT STRATEGY

Instead of working on separate projects, India's real estate developers will focus on making **branded clusters**. This move toward **networked ecosystems** will make living **easier, more reliable, and more scalable**. The new strategy connects individual properties to a **broadier brand**, similar to how internet and retail companies have been successful in the past. The **cluster method** builds **brand loyalty**, creates **consistent brand identities**, and meets the expanding need for **connected, high-quality living spaces**.

### WHAT'S ALREADY IN MOTION:

Haware Intelligientia is a great example of a developer who switched to **cluster branding**. Their **Smart Cluster** method covers a lot of ground, including **Thane** and **Chembur**, thus all of their projects have the same feel. **Mantra Burgundy** does something similar by bringing together several **high-end properties** under the **Burgundy** label, which strengthens the brand's **high-end story**. **Raymond** follows this approach with its **TEN X, Address**, and **Invictus** projects, all aligned under a **consistent brand experience** that reinforces trust and recall. **DLF Privana's** strategy, which focuses on **Privana West** and **Privana North**, stresses a **unified territorial branding strategy** that builds **long-term brand loyalty** by strengthening **buyer relationships** through a **similar identity** across **Gurugram**.

### WHAT IT ALL MEANS:

The **cluster branding approach** will change how real estate is marketed, making it easier for developers to **reach more people** with their brand, **generate trust**, and **keep customers coming back**. Developers who use this **integrated approach** will be able to take a **bigger portion of the market** and give purchasers across regions **uniform, high-quality experiences**.



*Cluster branding will transform how we market real estate by using a single, strong identity across multiple projects. It provides a balance between the federalism of creating individual project brands and relying solely on the corporate brand as an umbrella - offering a consumer hook that outlives any one project, while creating a sense of continuity that customers can connect with across similar products. As pioneers of this approach, we at Haware Properties embraced cluster branding early on with projects like Haware Intelligientia and Haware My First Home. This consistency builds trust and familiarity with buyers, making it easier for them to connect with the brand, no matter where they are. It's about creating a unified experience that instills confidence in buyers and fosters long-term loyalty.*

**Amit Haware,**  
MD & CEO, Haware Properties





## DIGITAL AS A LEAD IN MEDIA, RATHER THAN A LEAD-GEN MEDIA.

The **digital world** isn't just evolving. It's becoming the place where **real estate stories are told, opinions are formed, and trust begins to build.** What used to be a channel for **ads and leads** is now the **starting point** of most **brand relationships.**

**TV, print, and radio** had their moment, but let's be honest, they were never built for real estate. You can't sell a **location-specific product** using **mass media** that doesn't care about geography. You can't build **deep emotional connections** in a two-second glance at a **newspaper ad** or a 15-second **radio spot.** Those platforms were **limited, expensive, and one-way.**

**Digital flips that on its head.** It's **immediate, personal,** and everywhere your audience already is. It's no longer just a **lead gen channel.** It's the **storytelling medium, the discovery engine,** the place where buyers **start their journey** and decide whether or not they want to keep listening.

This shift changes the role of the **marketer.** **Developers will start acting like influencers.** **Brands will feel more like people than companies.** **Digital storytelling** won't just sell the product, it'll sell the **feeling, the lifestyle, the reason to believe.**

So here's the point. **Digital isn't just a tool to push content anymore.** It's where **connection happens.** It's where **reputation is built.** And it's where **real estate marketing will find its next big leap forward.**

### WHAT'S ALREADY IN MOTION:

**Supreme Developers** is changing their website to make it a **cinematic trip** that shows what the company stands for. Their **digital experience** includes **interactive storytelling** that shows off the **brand's ideals** instead of merely focusing on sales. The **"Always About You"** campaign from **Puravankara** moves the focus to using **digital content to identify client needs, capture emotions,** and fit with **lifestyle goals.**

**Runwal Realty** goes above and beyond by delivering **virtual events** and **AR/VR previews** of homes. This helps consumers **connect with their properties on an emotional level** before they even visit in person.

### WHAT IT ALL MEANS:

The way **real estate is marketed** is changing. **Digital** is now the **main way to develop trust.** To be **competitive** and **relevant** in the market, developers need to **accept this transformation,** focus on making **immersive brand experiences,** and use **meaningful digital storytelling to lead.**

Clayber Says:

Around 92% of people looking for a property now utilise the internet, and listings with video get 403% more inquiries. This shows how important it is for real estate firms to switch to digital-first engagement and immersive content.







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## HYPER-SEGMENTATION HAS ARRIVED

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**Hyper-segmentation will replace the old "mass market" approach.** Instead of trying to reach a broad audience, developers will focus on targeting specific groups with messages that speak to their unique needs and desires. This will involve creating distinct products and communities for people at different phases of life, with varied work habits and lifestyles - like the rise of **senior living communities** that offer comfort, health infrastructure, and peace of mind to older buyers, or **co-living projects** that cater to remote professionals and younger renters who value flexibility, design, and social engagement. There's also growing interest in **wellness-led homes**, **women-first communities**, and **second homes** designed for lifestyle seekers. This will go beyond just demographics to include **psychographic accuracy**. The end effect will be increased **emotional ties**, **stronger brand loyalty**, and **better prices & results**.

### WHAT'S ALREADY IN MOTION:

**Columbia Pacific Communities** builds houses for **seniors** that meet their individual needs by including things like **medical support**, **social programming**, and **flexible leasing alternatives**. The "**Happy Seniors**" series from **Ashiana Housing** offers **amenities and services** that are tailored to seniors, such as **active living options** and **healthcare partnerships**. **Haware's "My First Home"** program is aimed at **young, ambitious customers** who want to buy a **small, affordable home**. It focuses on making an **emotional connection** by framing **homeownership as a dream come true**.

### WHAT IT ALL MEANS:

**Hyper-segmentation** will change how real estate is marketed by making developers focus on creating **unique offers for different types of customers**. The move toward focused, relevant communication will help businesses engage with customers on a deeper level and, in the end, do better in the market.

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*Real estate marketing will centre on immersive digital journeys, AR tours, smart-home demos, AI-tailored recommendations, anchored by transparent, ESG focused branding. Hyperlocal storytelling, influencer partnerships and fintech ease will ensure developers connect meaningfully with India's evolving, experience-seeking homebuyers*

**Punit Agarwal,**  
CEO, Nirvana Realty



## AI WILL PREDICT BUYER INTENT MUCH BEFORE THEY KNOW IT

Using AI in real estate marketing will change the way brands talk to purchasers forever. Predictive AI will go beyond just showing inventories; it will also comprehend what customers want before they ever say it. AI will use machine learning to look at things like social media activity, search history, and location preferences to figure out what shoppers want, which will make marketing more personal. Generative AI will change things like ad copy, video scripts, and even WhatsApp messages to fit the buyer's profile, income level, and emotional triggers.

### WHAT'S ALREADY IN MOTION:

Lodha Group is a leader in using AI to help make business decisions. Their AI technologies look at a lot of market data to find places where they may grow and guess how prices will change. This helps them time project launches with new demand. Godrej Properties is also using AI to make marketing strategies more personal and to automate client segmentation based on behavioral data, which makes the customer experience better. Finally, Prestige Group is using AI-driven analytics to improve lead generation by figuring out what potential buyers want before they even contact them. These case studies highlight how businesses are using AI more and more to change how they interact with customers.

### WHAT IT ALL MEANS:

AI will soon be the most important part of real estate marketing plans. The developers that use AI-driven insights, predictive analytics, and mass-personalisation technologies now will be the ones leading the way, always one step ahead of what customers want. This change is necessary to stay competitive in the market.



Clayber Says:  
By 2034, the global Generative AI market in real estate is expected to be worth \$1,302.12 million, with a compound annual growth rate (CAGR) of 11.52%. AI could also add \$110 billion to \$180 billion or more in value to the real estate business, which shows how much money it could make.





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## RETURN ON EXPERIENCE WILL OUTSHINE TRADITIONAL ROI METRICS

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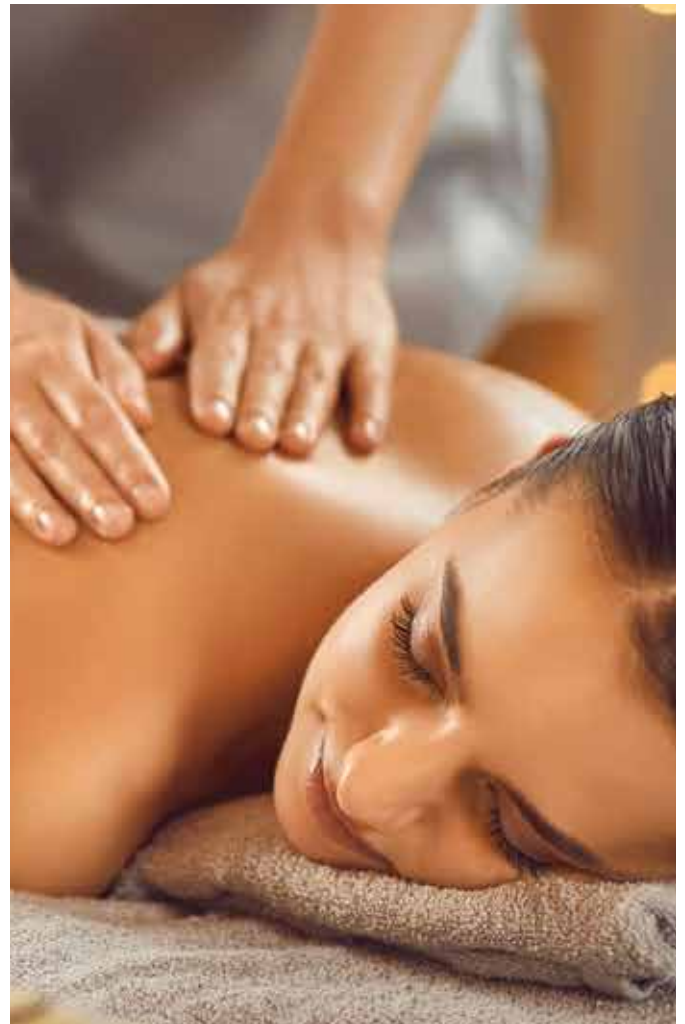
Luxury real estate will go from being things you can touch to things you can experience. People with a lot of money won't only buy homes; they'll buy a way of life. **Personalization, emotional satisfaction, and customized experiences** will be the main things that people use to make decisions. Amenities will still matter, but how they make people feel, how they are used, and how they are lived will matter more. As smart purchasers look for homes that give more than simply comfort, homes that **restore, inspire, and connect**, **ROX** will play a bigger role in marketing stories. Not the price per square foot, but the richness of everyday living inside those walls will define luxury.

### WHAT'S ALREADY IN MOTION:

This change is already being built and marketed by developers. **Three Sixty West by Oberoi Realty** is a Ritz-Carlton-style lifestyle that offers in-home dining, spa access, and events that are only open to invitees. With horse trails, health areas, and green getaways, **Central Park Resorts** tells stories through its activities. **Signature Global** combines concierge-led smart living with wellness-first architecture to appeal to high-end buyers who want convenience. Instead of talking about property characteristics, each business is using **"day-in-the-life"** stories that make people feel something.

### WHAT IT ALL MEANS:

**ROX is a screen.** Developers who make ads that focus on **emotions-first campaigns:** immersive, relevant, and sensorial, will connect faster and get more people to buy. Experience is the new currency of luxury.





## POLARISATION TOWARDS ONLINE DISCOVERY & OFFLINE CLOSURE

The **discovery phase** is shifting increasingly online, while **conversions** remain focused on-site. Potential buyers will do their research and explore options digitally before visiting the property. Site visits will then be aimed at finalising decisions and **sealing the deal**.

With **AI, AR**, and data-driven tools, developers will already know key insights about customers before they arrive, whether it's preferences, budget, or family needs. This makes the **last-mile experience** critical, ensuring the on-site conversion feels personalised and informed.

### WHAT'S ALREADY IN MOTION:

**Provident Housing** shows how this works by putting on big events like **property expos** and **mall experience zones**. These activities let families contact the **property directly**, which helps them make decisions together. **Shapoorji Pallonji Real Estate** also makes their property visits more **luxurious** by offering **personalised amenities** like **valet parking**, **gourmet snacks**, and **customised tours**. These **immersive encounters** build **trust** and show how important it is to meet people in person, which leads to greater **conversion rates**. **NRI purchasers** start their search **online**, but they also stress the importance of **visiting the properties in person** to make sure they match **family standards** and **cultural criteria** like **Vastu**.



### WHAT IT ALL MEANS:

**Digital tools** will still be important for raising **awareness**, but **physical visits** will always be the most important part of making **real estate decisions**. In a competitive market, **developers** who can effectively combine the **digital** and the **physical** will stand out. They will be able to meet both **modern convenience** and **emotional demands**.







## CROSS-BORDER INVESTMENTS IN REAL ESTATE SOON TO BECOME MAINSTREAM

Indian investors and entrepreneurs would be able to invest in **real estate across borders**. This will no longer be just for the **rich**. More **Indians** will invest in overseas real estate as access to the **internet** improves, people move around the world more easily, and sending money home becomes even easier. This is not for **prestige**, but for **strategy**. **Real estate** in other countries will become a way to **protect against risk**, spread out your investments, and take advantage of **rising global assets**. **Developers** and **platforms** will make these deals easier by providing **seamless, clear, and ready-to-use solutions** that make it easier for people to get started.

This change will happen in both directions. **Structured investment strategies, guaranteed returns, and branded homes** will become more popular among **Indian developers** who want to attract **NRIs** and worldwide investors. **Dubai** will witness increased **Indian investment**, while India's own **luxury markets, Mumbai, Bengaluru, and Delhi**, will entice global buyers seeking **income and lifestyle**. **Digital-first platforms** will likely grow, linking **Indian money** with possibilities around the world and vice versa.

### Clayber Says:

Last year, cross-border investment made up about 20% of all worldwide commercial real estate deals. This shows that a lot of international capital is still coming in, with more than 40% going to Europe and 25% going to Asia Pacific. This proves that it will continue to play a big role in the market.



### WHAT'S ALREADY IN MOTION:

**SOBHA's NRI efforts** have used **smart marketing** based on **education** together with a solid **service ecosystem** that includes everything from advice to after-sales. Rustomjee's role as an **"investment partner"** for the **diaspora** creates trust by providing **quality material**. On the other hand, **developers from Dubai, Singapore, and London** are designing campaigns just for **India** and putting on **property expos** in **Delhi** and **Mumbai**. The main focus is on **long-term appreciation, rental yield, and financial logic**, less flair and more fundamentals.

### WHAT IT ALL MEANS:

The **next wave** will be made up of **smarter platforms** that use technology, compliance-driven facilitation, and personalized NRI journeys. Real estate is **not limited by borders anymore**; it's shaped by what people want.

“

*Consumers of the present invest in identities. Branded residences are leading this evolution, where global sensibilities meet local aspirations. The future belongs to developers who can craft ecosystems of meaning, trust and enduring value.*

**Sudeep Bhatt,**  
Director Strategy, Whiteland Corporation



## COMMERCIAL REAL ESTATE WILL SPEAK TO CHROs, NOT JUST CFOs

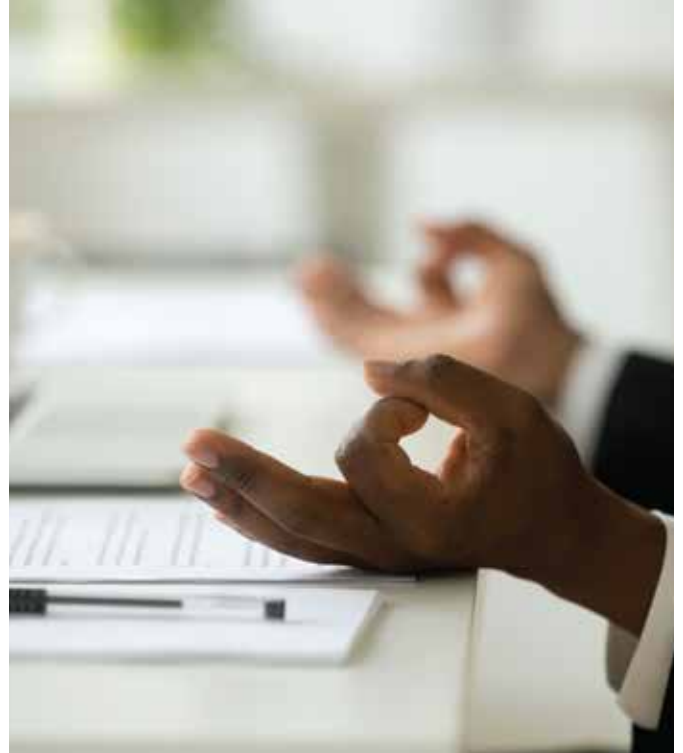
There is going to be a shift from **space-selling** to **culture-building**. Leasing talks will transition from **operational checklists** to strategic stories that fit with the aims of **HR** and **leadership**. **CHROs** will want developers to speak their language. They will want **workplaces** that represent their company's **culture**, **infrastructure** that focuses on **wellbeing**, and **hybrid-readiness**. **Office design** will have to change to make it easier for people to **work together**, stay **focused**, and feel like they **belong**. In this future, developers won't simply offer **space**; they'll also provide **settings** that help people create **enterprises**.

### WHAT'S ALREADY IN MOTION:

A few players are already pointing to this future. **RMZ Corp's** new campuses, like **RMZ Infinity**, will be marketed as **lifestyle ecosystems**. They will have **green plazas**, **planned events**, and **design** that appeals to the senses. **Sattva** will keep combining **architecture** with **HR strategy** to deal with **attrition** by employing **biophilic components** and **wellness lounges**. **Phoenix Mills'** mixed-use commercial centers will be examples of **lifestyle-led leasing**, making **office commutes** easy and enjoyable by adding **restaurants**, **shopping**, and **relaxation**.

### WHAT IT ALL MEANS:

In the future, the best **commercial real estate brands** will be those that promote with **empathy**, build for **flexibility**, and see every **square foot** as a cultural value, not simply a **real estate asset**.



Clayber Says:  
More than 90% of HR professionals feel that real estate is an important way to attract and keep good workers, and almost three-quarters think it is very significant (Savills India). This shows that there is an indisputable connection between workplace design and human capital initiatives. This has led to a rise in demand for commercial spaces that focus on culture and improve employee health and productivity.







## FLUID WORK CULTURE SET TO TRANSFORM MARKETING HOMES

The idea of a **"dream home"** is changing as **hybrid work** becomes more common in everyday life. People who want to buy homes don't only want ones with a lot of **square footage**; they want ones that work. Now, **marketing techniques** need to do more than just talk about **lifestyle** and **area available**. They need to answer a bigger question: does this home support my whole life? Today's buyers want homes that can adapt to their schedules, whether they're making **client calls**, taking care of **kids**, working at the **gym**, or binge-watching **Netflix** on the weekends. The story will change from **"live well"** to **"live fully,"** with **family time**, **wellness**, and **productivity** all included.



### WHAT'S ALREADY IN MOTION:

**Birla Estates** has embraced this idea by making buildings like Birla **Navya** and **Birla Alokya** focus on **wellness** and living in a way that is ready for **hybrid living**. **Hiranandani's** townships in **Thane** and **Powai** focus on making it easy to stroll to work and have built-in **co-working spaces**. Even newer projects like **TVH Quadrant** in **Chennai** highlight **study pods**, **community lounges**, and **broadband readiness**, all of which they sell as things that make a **hybrid lifestyle** possible.

#### Clayber Says:

In India, the move to hybrid work is big. By 2024, 28.2% of full-time workers were already using a hybrid model, and 98% of workers wanted to work from home in some way. This growing trend is directly driving up the demand for homes that are intended to accommodate living and working together.



### WHAT IT ALL MEANS:

The **marketing playbook** for residential real estate will now put **adaptability first**. This means **residences** that can be used as **offices**, places to relax, and **social hubs**. Projects that express this tale in a clear and believable way will get noticed. **Smart advertisements** will play on the desire to **"work, live, and thrive"** in one place all the time. **Hybrid** is no longer simply a method to work; it's a **way of life**.



## HEIGHTENED SENSITIZATION OF DEVELOPER BRANDS THROUGH BRANDED PARTNERSHIPS

As the demand for **branded residences** grows, a new trend is emerging: **luxury brands** are seeking developers who can **deliver on promises**, not just luxury spaces. In the near future, we will see an explosion of **partnerships** between luxury brands and developers with **proven track records** and **shared values**. The **developer's standing** will become as important as the brand in light of this change.

What does this mean for the industry? We'll see a heightened sensitization to the "**home brand**," leading to more **awareness** and **engagement** from buyers. As **brand-developer partnerships** deepen, homeowners will feel connected to an **exclusive brand community**, where their home becomes an **extension of their identity**. The future of branded residences won't be just about **owning property**; it'll be about owning a lifestyle, where every detail is crafted to perfection, aligned with the brand's legacy.

### WHAT'S ALREADY IN MOTION:

In India, **branded residences** are already gaining momentum. For example, the **Four Seasons Residences** in Bengaluru offers more than just a luxury home, integrating the brand's ethos with high-end services like **concierge** and **private dining** to provide a curated lifestyle. Similarly, the **Armani Residences** in Mumbai reflect the fashion house's design principles, attracting buyers who resonate with its exclusivity. Brands like **JW Marriott**, **Ritz-Carlton**, **Porsche**, and **Jacob & Co.** are leading the way, partnering with developers to create residences that offer **immersive, lifestyle-driven experiences**. These partnerships give more than simply a **logo on a building**; they merge the brand's **identity** with the home, creating a lifestyle that reflects the buyer's **beliefs** and **social standing**.

### WHAT IT ALL MEANS:

As branded residences continue to evolve, **marketing strategies** will shift. **Homebuyers** will increasingly view their residence as more than just an investment, it will be an opportunity to live a **curated, high-end lifestyle**. This approach will drive **brand loyalty** and lead to more successful campaigns in the **real estate industry**. In essence, **branded residences** are about selling a **way of life**, not just a home, and creating a **lasting connection** with buyers through every detail of the experience.

“

*The power of luxury today lies in meaning along with material. With Mantra Burgundy, we set out to create a homegrown lifestyle brand that reflects aspiration, discernment, cultural relevance and premium finishes. While partnering with a global designer brand for our project in Dubai, the intent was the same: to build a lived experience that people connect with emotionally. Branded residences work when both brands, global or local, stand for something real. In this space, the developer's brand ain't behind the scenes anymore. It carries as much weight as the logo it partners with.*

**Rohit Gupta**  
CEO, Mantra Properties



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## SOCIAL SCENE CONVERSATIONS WILL TAKE OVER

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Developers will stop focusing only on developing physical infrastructure and start making settings that are emotionally **intelligent** and stimulate **social interaction, shared experiences, and a sense of belonging**. From the very beginning, there will be **community programming** like **events, clubs, and wellness programs**. This change will be especially

appealing to **urban millennials** and **nuclear families** that want more than simply boundaries; they want **connection, safety, and a way of life**. Instead of selling homes, developments will sell **memberships** to curated, culturally rich **micro-societies**.



### WHAT'S ALREADY IN MOTION:

The "**Weekenders at Piramal Vaikunth**" program by **Piramal Realty** mixes community and culture by employing **live music** and **wellness programs** to get residents involved. **Mana Dale** by **Mana Projects** has more than **110 nature-inspired amenities**, such as **meditation areas** and **amphitheaters**, to encourage people to interact. **Della Resorts, Hiranandani Communities, and Krisala Developers** are putting **₹1,100 crore** into Pune to build a **hospitality-first township** with **Polo clubs** and planned events. **Signature Global** is constructing **parks** and **shared spaces** to encourage people to spend time together, even though it is in the **cheap range**.

### WHAT IT ALL MEANS:

Instead of merely constructing houses, the most astute **developers** will create **communities** where people feel **belonging**. **Emotional return on investment (ROI)** will be the most powerful attraction in a **saturated market**, and **community** will supplement **amenities**.





## EXPERIENTIAL EVENTS ARE SET TO REPLACE TRADITIONAL SALES PRESENTATIONS

Static project launches are going to change into **fun brand experiences** that focus on building **deep emotional relationships** with potential customers long before they make a purchase. The future of **property marketing** depends on **events** that are dynamic and immersive, where potential buyers can experience the **lifestyle** that comes with a house instead of just watching presentations. This change recognises that in a competitive market, **deep emotional engagement** through **sensory storytelling** and **customised activations** is the most important thing for making a lasting impression, getting people to talk about it, and finally making decisions about whether or not to buy.

### WHAT'S ALREADY IN MOTION:

The "**Best of All Time (BOAT) Fest**" in New Delhi is an example of this change. It went from only offering **property deals** to offering a "**festival of rewards and experiences**" that brought "**joy, warmth, and a true sense of celebration**" to clients. This event, which featured high-end projects like **City of Colors** and **Deluxe DXP**, was meant to make memories that would stay. **M3M India's "The Great Property Sell Fest"** also combined **real estate consultancy** with **luxury rewards** in well-planned spaces, making deals into **fun weekend activities**. **Strategic media collaborations**, like **M3M's** work with **The Times of India**, make these **experiential launches** more **credible** and reach a wider audience.



### WHAT IT ALL MEANS:

In the future, there will be **pop-up lifestyle previews** that include **mini-concerts**, **health pavilions**, and **AR/VR lounges** to help people see their homes. **Developers** need to think about campaigns as full **brand experiences**, paying attention to every part of the guest's journey, providing engaging entertainment, and making an **emotional connection**, in addition to the usual **project specifics**. The feelings that these launch events create will have a bigger impact on future buyers than just **floor plans** or **prices**. This will change the way **real estate** is sold.

Clayber Says:

A new survey says that 91% of Indian consumers are inclined to buy anything after having an immersive brand experience. Also, 79% of Gen Z consumers would rather spend money on experiences than on items.





## BUYERS TO BRAND AMBASSADORS WITH POST-PURCHASE COMMUNICATION

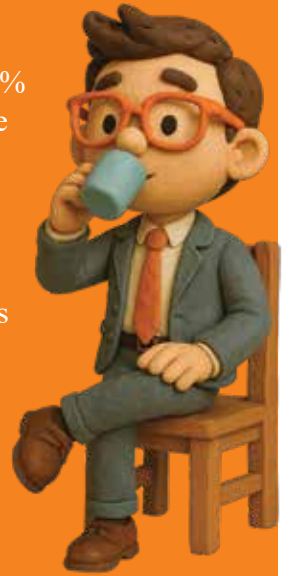
Brands that look ahead will turn communication after a sale into **strong loyalty programs** that **turn homeowners into passionate brand champions**, repeat investors, and enthusiastic sources of referrals. Developers will work to build **long-lasting relationships** with clients since they know that happy customers are the best way to grow a business over time.

### WHAT'S ALREADY IN MOTION:

**Ashar Group** uses its "**Loyalty Club**" to strategically engage with customers after they buy something. Existing homeowners can get **1% of the booking value** for successful recommendations through a simple three-step process: **register, refer, and reward**. This immediately encourages others to speak out. **Puravankara's "Investor Chat"** series builds **loyalty** by having **Customer Experience and Loyalty teams** lead discussions that turn delighted homeowners into real **brand advocates**. This leads to more investments and **referrals** through community participation. **Shapoorji Pallonji Real Estate** creates **trust** by being open about things after the sale and offering help before and after the sale. They emphasise on delivering on time and providing great **customer service** after the sale. This method cuts down on cancellations and increases the number of **referrals** that turn into sales.

Clayber Says:

The fact that keeping only 5% more customers can increase profitability by 25% to 95% shows how powerful post-purchase involvement can be. In real estate, for example, one-third of buyers for top-tier companies are repeat or reference buyers. This shows that loyal consumers are a very effective and cost-effective way to make sales.



### WHAT IT ALL MEANS:

The effects go beyond just changing the whole **CRM** approach. Successful firms are building **loyalty programs** that are **fun** to use and **automatic referral networks**. These systems will have **digital dashboards** that show progress, milestone rewards, and support in real time. Developers who see their **connections with customers** as long-term partnerships instead of just transactions will have an advantage over their competitors. It is important to make a good **post-purchase engagement system** a priority, knowing that a satisfied customer now will be a valuable reference and a devoted **repeat consumer** tomorrow.



## CONTENT TO BE SHAPED BY AI DRIVEN PERSONALISATION

No two homebuyers will be the same real estate content in the near future. AI will create individual buyer journeys based on each user's online behavior, lifestyle signals, and intent signals. This will turn static advertising into discussions that change over time. This is pinpoint accuracy, not merely customization. The order of every image, statement, and call to action will be chosen to have the most emotional and logical effect. Real estate content will become responsive, just how Spotify makes playlists based on your mood and Netflix changes images to fit your taste. It will even know what you want before you say it. The future will reward developers that approach content like code: flexible, modular, and very smart.

“

*Marketing will be shaped by AI-driven personalization and immersive 4D virtual experiences, creating deeper emotional connections with consumers. Brands that embrace predictive analytics and interactive storytelling will not only capture attention but redefine engagement in a fully digitized, sensory-rich landscape.*

**Dr. Mohit Ramsinghani,**  
Business Head - Bombay Realty (Wadia Group)

### WHAT'S ALREADY IN MOTION:

Godrej Properties and Tata Housing are already employing AI engines in their Martech stacks to create experiences based on what people want. Casagrand leverages data about how people behave to show different calls to action (CTAs) to people with varied budgets. TVH has tried out AI-powered WhatsApp bots that change based on what users say. Go ahead and sell. Reports say that advertisements with dynamic creatives that change in real time get 25% more engagement.

### WHAT IT ALL MEANS:

AI won't take the role of marketers, but it will redefine what good marketing looks like. The people who win won't be the ones who yell the loudest; they'll be the ones that listen better, change faster, and make every buyer feel important.

Clayber Says:

Personalization based on AI greatly increases engagement and conversion. Platforms that use AI to provide suggestions have seen a 50% rise in property inquiries and a 20% boost in conversion rates. AI-powered chatbots have also cut response times by 30%. This shows how personalized information can really change how buyers interact with a business and how much they spend.







## WELLNESS AS A KEY FACTOR IN DISTINGUISHING LUXURY.

Wellness will go from being a mere amenity to a key part of **luxury real estate** brand identity, especially in India's **mid-to-premium home markets**. **Developers** will put more and more **holistic health surroundings** into their designs. They will focus on things like **air quality**, the best **lighting**, **soundproofing**, and **ergonomic spatial layouts**. This change will change what **luxury** means, as residences that are healthier and offer **customized experiences** will be seen as more valuable assets. This is because buyers, after the **pandemic**, choose **physical, mental, and emotional well-being** over traditional **prestige markers**.



### WHAT IT ALL MEANS:

**Ganga Realty's Nandaka project** in **Gurugram** already makes **wellness** its main selling factor. Their ads focus on modern **air purification** and carefully planned **landscape gardens** that are meant to lower **pollution** and improve **mental health**, making **wellness** a real **status symbol**. **Kanchan Developers** in **Pune** are leading the way in "**Wellness-Focused Technology**" with **circadian rhythm lighting**, improved **air purification**, and **water-saving fixtures**. Their most recent communications promote these as **vital luxury items** that strongly appeal to purchasers' ideals of **health, sustainability, and sensory comfort**.

### WHAT'S ALREADY IN MOTION:

**Wellness** is no longer a choice for **developers** in the **luxury** and **mid-to-premium markets**; it will be an essential part of their story. **Marketing teams** need to change their focus to highlight the **emotional benefits** of these settings, showing how they promote **calm, clarity, and well-being**. **Third-party wellness certifications** and **sensor-based monitoring** will be part of future differentiation. These will be smoothly integrated into marketing, like **organic food labels**, with **health advantages** as the main selling point.

#### Clayber Says:

After the **pandemic**, **92% of Indians** said that being well is just as important as having a home. This powerful feeling leads to real value, as studies show that purchasers are prepared to spend **10–25% more** for properties that promote **well-being**.





## SECOND HOMES TO BE MARKETING MORE AS ESCAPES THAN INVESTMENTS.

Second houses will be marketed by developers more and more as places to find emotional fulfillment, rather than just financial investments. The rise of remote work, which combines business and leisure, is driving this change. It turns second houses into useful, relaxing places. At the same time, a greater awareness of mental health makes the need for peaceful getaways even more important, making these features essential for health. Also, the development of multigenerational living shows that there is a need for homes that help families get closer, which makes buyers look for emotional benefits as well as financial ones.

### WHAT'S ALREADY IN MOTION:

The **Origin-Sasoli** in **Goa** changed the way second homes are marketed by **Axon Developers**. They went from using traditional messages to **wellness-focused stories**. Their campaign concentrated on "serenity and rejuvenation," which included **nature resorts**, **Ayurveda facilities**, and **meetings of people from all generations**. This led to far higher rates of engagement and **conversion** among buyers. **Satyam Developers** changed their **Gujarat** and **Maharashtra** **farmhouse developments** by adding **real rural experiences**. Their marketing showed families **gardening** and having **peaceful times**, which attracted **city workers** looking for real experiences instead of status symbols. This made people make decisions faster because they felt **emotionally connected** to the products. **Heritage Property Group** came up with **first-person stories** for hill station houses, showing homes as **protective beings**. This made people feel more connected to the homes and led to more **social media activity**.

### WHAT IT ALL MEANS:

**Marketing** will change to include **visual narrative** and **emotional triggers**, turning site visits into full-fledged **lifestyle experiences**. **Content strategies** will go beyond **technical details** to show how characteristics improve **quality of life** and promote **health**. A new generation of second-home purchasers will be interested in developers that focus on how a house may meet **emotional demands**, meet the needs of people of all ages, and support a **balanced, healthy lifestyle**.





## HERITAGE STORIES TO SHAPE LUXURY REAL ESTATE POSITIONING

As important as architectural genius is becoming in the premium real estate market, storytelling based on tradition will play a much larger role. More and more, discriminating **luxury purchasers** are looking for homes that offer more than just **high-end amenities**. They want homes that have a strong connection to the **local area**, a sense of **cultural continuity**, and **historical significance**. This change shows an increasing psychological demand for **permanence** and **purpose**. Buyers want to connect with lasting legacies, whether they be **cultural legacy**, **natural beauty**, or **community significance**. This makes **location** a deep reflection of **shared history**, not just **convenience**.

### WHAT'S ALREADY IN MOTION:

Piramal Realty's Piramal Aranya in Byculla, Mumbai, did a great job of incorporating **heritage** by building the development around its closeness to the old **Rani Baug**. Marketing focused on "**luxury amidst history**" and "**exclusive botanical views**," using the park's century-old history as a key selling point to boost sales and provide the company a **price advantage**. Piramal Revanta in Mulund took this a step further by making purchasers near **Sanjay Gandhi National Park** the **guardians** of Mumbai's natural heritage. This made buyers proud and encouraged them to buy things that would help **protect the environment**. Shapoorji Pallonji's "**The Minerva**" in Mahalaxmi beautifully combined **architectural legacy** with luxury. It highlighted the views of **historical monuments** and framed buyers as getting a unique glimpse of Mumbai's **rich past**, which led to a lot of buyer interest and exclusivity.



### WHAT IT ALL MEANS:

For **luxury developments** to be successful, they need to include **stories from the past** in their brand so that purchasers can regard themselves as protectors of **cultural heritage**. Marketing will focus on **sensory storytelling** to explain how the product's **emotional value** goes beyond its attributes. Future project names and **visual promotions** will be based on **historical events**, making customers feel like they are part of a long-standing **history**. This change helps people connect on a deep level, which allows for **higher prices** and attracts buyers who want a strong feeling of **place** and **legacy**.



## MARKETING LIES IN EDUCATING, NOT JUST SELLING.

Top builders will stop using traditional sales-driven marketing and start using communication tactics that focus on education. This important change will show how the needs of modern buyers are changing. They will appreciate clear, complete information and trustworthy advice more than traditional advertising messages. Developers who use this education-first strategy in a smart way will become trusted advisors, which will build trust and help people make better buying decisions even before any transactions take place.

### WHAT'S ALREADY IN MOTION:

Central Park in Gurugram changed its content marketing for the better by making in-depth investment education materials for wealthy people. Their blog series "Identifying the Best Property to Invest in Gurgaon" gave unbiased market analysis, ROI estimates, and infrastructure assessments. This made leads better, sales cycles shorter, and conversion rates greater. Express Builders in Delhi-NCR put transparency first for middle-class purchasers by using digital material and educational videos to share all the information they needed about RERA compliance, project schedules, and quality standards. This method made buyers feel more confident, which made it easier to sell. Vatika Group pioneered the way in township education by making thorough content that explained the benefits of mixed-use development and sustainable community planning. This attracted purchasers who cared about meticulous planning and community.

### WHAT IT ALL MEANS:

In the future, real estate marketing will be shaped by educational information that gives purchasers the power to make decisions. This content will include blogs, webinars, and manuals. By addressing buyers' main worries regarding investment, reliability, and risk, developers will become trusted advisors. This method will raise awareness, build stronger relationships, and help customers make more confident and informed buying decisions. In the long run, this will lead to better sales efficiency and long-term client loyalty.

#### Clayber Says:

It's clear that instructional information is powerful: 84% of customers want to learn about new homes online before seeing them in person. This shows how important educational information is at the beginning of the buyer's journey. Also, 99% of B2B purchasers (which may be extended to high-value transactions like real estate) say that thought leadership is important or very important in their decision-making. This shows how instructional content can help develop trust.







## IMMERSIVE EXPERIENCE CENTRES TO REPLACE TRADITIONAL SALES OFFICES

The old way of running a real estate sales office is about to change big time. It will become **immersive experience centers** that put **emotional connection** and **sensory involvement** ahead of just giving out information. This change will happen because **buyers' expectations are changing**, projects are getting more complicated, and **personal relevance** is becoming more important in choices about expensive purchases. **Virtual reality, digital twins, and smart home demonstrations** will all be used in **technology-enhanced spaces** by developers so that potential buyers can fully experience their future lifestyle **before the building is even finished**.

### WHAT'S ALREADY IN MOTION:

Sunteck Realty's Coastal Living Experience for **Sunteck Beach Residences** changed their sales strategy by building **experience zones with realistic beach simulations** and virtual reality activities. This got buyers much more interested and increased the number of people who bought. **Smart Home Integration Experiences** for **The Tripundra** were shown in **TARC's innovative project galleries** in Delhi. These galleries promoted **technology-driven living** through interactive smart home demos and VR walkthroughs, which attracted tech-savvy buyers and led to **40% higher conversion rates** for tech-enabled units. **Prestige Group** created **Lifestyle Immersion Centers** with themed areas and full mock-ups so that buyers could physically interact with amenities and customization choices. This helped them understand what it means to live in an integrated community better and made them **happier** after they bought.

### WHAT IT ALL MEANS:

This change is a reflection of the increasing savvy of purchasers, particularly the **tech-savvy millennials** and **Gen Z** who will make up a significant share of the homebuying population in the future. **Because they encourage personal investment** and hasten the decision-making process, **experience centers will be potent conversion engines**. The key to future success is a combination of cutting-edge **technology** and **expert relationship management**. Together, these elements will create captivating places that enable purchasers to imagine and commit to the lifestyle they actually desire.

“

*Events that go beyond simple launches, experience centres that offer a true sense of space and curated walkthroughs right from the moment the buyer has expressed interest, and personalised services that extend all the way till possession are now fundamental to marketing.*

Sarthak Gaur,  
Director, Gaur's Group



## BRANDS WILL BE 'HEARD' THROUGH AUDIO CONTENT

With **audio-first content strategies** like **podcasts** and specialized audio programming becoming important ways to **build confidence** and **buyers to trust them**, the marketing game is changing big time. This change will be caused by **new ways** of consuming content, more people getting **screen fatigue**, and audio's special ability to connect developers with potential buyers in a personal and **trustworthy way**. Audio material will be a great way for busy professionals and investors **to learn** new things that they can use in their daily lives. This will make developers **more like trusted advisors than just salespeople**.

### WHAT'S ALREADY IN MOTION:

Clay Dialogues had become a **hub for real estate audio material** by featuring **in-depth interviews** with developers and experts in the field. It talked about **changes** in the market, new laws, and strategic ideas. By going over complicated topics in detail, they build trust. Through these interviews, **Alchemist Marketing Solutions** used **podcasts to educate professionals** and promote itself as a thought leader. **Nikhil Kamath's "WTF is with Nikhil Kamath"** podcast, which includes interviews with business leaders like Anuj Puri of Anarock, shows how **audio can effectively share deep market insights** and future plans with a larger, more **casual audience**, while still valuing **professional opinion** in interesting conversations. The YouTube channel for Gera Developments' audio leadership program features debates with Rohit Gera and his daughter Riya that show off their

**knowledge and commitment** to the business. The debates cover topics like the market and the company's mindset.

### WHAT IT ALL MEANS:

**Developers** will use audio platforms to become **thought leaders**, share useful market information, and offer educational content. This strategy will **build trust and knowledge** among potential buyers before they even start looking for a home, giving them a **big edge** over their competitors. **Branded podcast series, strategic guest visits, and audio-enhanced digital campaigns** will be used in the future, with real value **being valued over simple promotion**.

#### Clayber Says:

With an annual growth rate of 28.8% from 2025 to 2030, the Indian podcast market is expected to hit US\$ 4,502.9 million. India had 95 million podcast users in 2023, making it the world's third-largest market for podcasts. This huge growth shows that developers can reach a huge, interested audience through audio to build trust and share insights.





## AUTHENTIC COMMUNICATION TO SUPERSEDE TOP DOWN MESSAGING

The way people in the real estate business **talk** to each other will go **from using formal, institutional language to messaging that is more personal and centered on people**. This transformation will change the way developers interact with buyers, who will want more than just business transactions. **Digital-native buyers, especially millennials and Gen Z**, who value **authenticity** and want to know how a home **really improves their daily lives**, will drive the change from idealistic, formal language to **conversational, relatable stories** that connect with **real-life experiences**.

### WHAT'S ALREADY IN MOTION:

**Godrej Properties** has shown this change by changing its **marketing style** from **business messaging** to **storytelling** about **everyday living**. Their commercials don't simply show off amazing buildings; they also feature **families having fun, kids riding bikes, and neighbors sharing meals** in public areas. Their marketing tone grew **friendlier**, with taglines changing from **"Redefining Urban Excellence"** to **"Life, as it should be,"** which focused on **emotional encounters**. Real resident stories, natural photography, and sincere testimonials are now part of social media material. These things make people feel more connected to the company and get them to interact with it more online.

### Clayber Says:

The need for real communication is very important, especially for younger people: Gen Z shoppers in India value authenticity above hype, and Indian millennials also value honesty in brand practices as a way to connect with others. In general, 83% of Indian shoppers are more likely to buy from brands that provide them honest information. This shows how authentic, human-centered advertising can directly affect what people buy.



### WHAT IT ALL MEANS:

Developers that want to be successful will use communication that shows who they really are, including being open and relatable to build trust. The **most powerful messages** will focus on something that all **people have in common, making emotional connections** that go beyond the attributes of the property. This change in brand voice, from social media to sales, will be quite important. Developers will stand out if they build their **own unique, professional personalities**. This will make the feelings that a brand brings out in people much stronger than typical marketing information.

# PARTING SHOT

*Not a prediction,  
but a market must—do.*





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# REAL ESTATE MARKETS ITSELF AS AN INDUSTRY

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The **real estate community** will come together to **create marketing for itself**, focusing not just on individual players but on **building trust** in the entire industry. **Real estate has long been one of the least trusted industries**, and this collective effort will aim to change that narrative. Just like we see with campaigns such as "**Mutual Funds Sahi Hai**" or "**Accha Kiya Insurance Liya**," where trust drives the industry's growth, real estate will begin to push the same message. The goal will be to **foster faith** in the **industry as a whole**, not just individual developers or agents.

To make this happen, industry bodies, from **mini** organizations to **mega** bodies like **MCHI**, will **work together** to restore faith in real estate, both at the **psychological and rational levels**. This will build a foundation where people trust not just the properties being sold, but the **integrity** of the industry overall.

## PICTURE THIS:

- A nationwide **"Code of Commitment"** embraced voluntarily by top players.
- A **nationwide or citywide campaign** promoting real estate as a strong investment, solely designed to build faith in the market.
- **Quarterly market reports** released by independent **data consortiums, rather than PR teams**, ensuring transparency.
- Collaborative **buyer literacy campaigns** launched across various brands to educate consumers.
- **Timelines and quality ratings** that consumers can easily access **with just a click**, fostering transparency and trust.

**It's ambitious. But necessary.** Why? Because consumer behaviour is changing. Buyers are more informed, more sceptical, and more digital. A lack of **trust slows down buying decisions**, extends the **time spent on research**, and hampers growth within the category. The only way forward is to make trust a shared, marketed, measurable asset. **This is not a prediction.** It represents a **glimmer of hope**. That Indian real estate can step into a new era, not just of building homes, but of building confidence at scale. The moment the sector starts acting like an ecosystem, not just a battlefield, is the moment it starts earning not just bookings, but **belief**.

### Methodology

*MORE (Marketing Outlook Real Estate) is built on a layered research approach that combines **market data, brand case studies, expert commentary, and on-ground intelligence** to decode what's shaping the future of real estate marketing in India. Market conditions and regulatory environments may impact the realization of these trends.*

# 26 AT A Glance

1. Servicisation of real estate products
2. Home buyers will also be Home-makers
3. Testimonials will dominate trust building campaigns
4. Narrative of integrated living will outdo traditional property marketing
5. Sustainability credentials will become almost mandatory
6. Cluster branding will replace individual project marketing as the dominant strategy
7. Digital as a lead in media, rather than a lead-gen media.
8. Hyper-segmentation has arrived
9. Ai will predict buyer intent much before they know it

10. Return on experience will outshine traditional ROI metrics
  11. Polarisation towards online discovery & offline closure
  12. Cross-border investments in real estate soon to become mainstream
  13. Commercial real estate will speak to CHROs, not just CFOs
  14. Fluid work culture set to transform marketing homes
  15. Heightened sensitization of developer brands through branded partnerships
  16. Social scene conversations will take over
  17. Experiential events are set to replace traditional sales presentations
  18. Buyers to brand ambassadors with post-purchase communication
  19. Content to be shaped by Ai driven personalisation
  20. Wellness as a key factor in distinguishing luxury.
  21. Second homes to be marketed more as escapes than investments.
  22. Heritage stories to shape luxury real estate positioning
  23. Marketing lies in educating, not just selling.
  24. Immersive experience centres to replace traditional sales offices
  25. Brands will be 'heard' through audio content
  26. Authentic communication to supersede top down messaging
- Parting Shot: Not a prediction, but a market must - do.

# CHALLENGES & OPPORTUNITIES FOR REAL ESTATE *Marketers*



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## ANTICIPATED CHALLENGES

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Real estate marketing is facing a **perfect storm**. **Economic volatility is hitting hard**, with **rising mortgage rates** and a **housing shortage** making it harder for buyers to find affordable options. It's a challenge that forces marketers to rethink how they engage with potential customers. **First-time buyers**, in particular, **are feeling the pinch**, and that means we need to shift our messaging away from just selling properties and towards offering real value.

Then there's the **economic uncertainty**. With global political shifts and the **constant ebb and flow** of market conditions, investors are **skittish**. This kind of instability is affecting property values and making it **harder to predict what buyers are looking for**.

And let's talk about technology for a second. While it's all shiny and new, **the integration of AI, VR, and blockchain still isn't a walk in the park**. Many real estate companies still struggle with fragmented data. **When systems don't talk to each other**, making data-driven decisions becomes a **nightmare**. Add in the complexities of AI, from bias to privacy concerns, and you've got a **big hurdle to overcome**.

Lastly, consumer behavior is evolving faster than many marketers can keep up with. Today's buyers, particularly Gen Z, are looking for personalization, transparency, and a **completely digital-first experience**. They're not just looking at properties, they're looking for an experience, and if your marketing **isn't serving** that, you're going to fall behind.



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## NEW OPPORTUNITIES

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Now, let's break down the flipside. While the challenges are significant, there's a **massive opportunity** in technology. AI is not just a buzzword anymore. It can actually predict buyer intent and deliver personalized content at scale. Imagine the ability to generate **tailored property recommendations**, or automatically engage leads with **AI-powered chatbots**. These tools make marketing **more efficient, more accurate**, and, let's be real, **more exciting**.

**VR and AR** are already changing the game when it comes to property tours. You can now walk potential buyers through properties without them even stepping foot in the door. This makes it easier for people, **especially international buyers** or those relocating, to experience a property without the hassle of travel. And if you're thinking ahead, **digital twins** are a fantastic way to enhance the customer journey, especially in commercial real estate.

Then there's sustainability. This isn't just a trend anymore. Buyers **care deeply** about green building certifications and energy efficiency. If your marketing isn't highlighting the **eco-friendly** aspects of your properties, you're missing out. Consumers are actively looking for brands that align with their values, and that includes sustainability.

Let's not forget **personalization**. Gen Z are looking for a home that matches their lifestyle. This generation values **space over location, flexibility** in payment plans, and most importantly, **a buying experience that's digital-first**. Catering to this is an opportunity that can't be overlooked.

Lastly, there's a lot of potential in targeting emerging regions. **Tier-2 cities** are seeing a boom, and **value-add condo development** is on the rise. People are looking for **something with character**, properties that tell a **story**. Whether it's renovating older buildings or marketing new developments with a focus on community, **there's plenty of space for marketers to make their mark**.



### ADVANCING AHEAD

The realm of real estate marketing is clearly evolving. For those ready to embrace change, the **future holds great potential**. Success will be achieved by marketers who **remain adaptable**. The landscape is evolving, and the most astute players are making their moves **now**.

## ALCHEMIST LEADERSHIP TEAM



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# ABOUT Alchemist

Alchemist Marketing & Talent Solutions is one of the **top 5 independent integrated marketing agencies** in India and a leader in the real estate communication world. The agency is known for creating **path-breaking campaigns** that not only engage but also drive results. At Alchemist, the focus is on **hiring the best talent and retaining them long-term**, ensuring **continuity and expertise** that benefits both the agency and its clients. Over the years, Alchemist has also created **multiple IPs** for its clients and itself, developing innovative concepts that add value and build long-term brand equity. The agency has become a **go-to name in the marketing world**, with professionals from diverse fields of advertising and marketing coming together to collaborate and create impactful strategies.

## ESTEEMED REAL ESTATE CLIENTS

Alchemist has been partner to some of the most prestigious real estate names in India, including **M3M, Tribeca, Trump Towers, DLF, Shapoorji Pallonji, Omaxe, Haware, JP Infra, Runwal Group, Tata Housing, Godrej Properties, Shriram Properties** among others. From **digital marketing to branding, content production, and experiential marketing**, Alchemist's specialized techniques have successfully impacted clients across both **high-end and budget-friendly markets**.

## ICONIC CAMPAIGNS

Alchemist has led the charge in innovative advertising, executing memorable campaigns like

**“Bunty Kaha Gaya?”** for **JP Infra**, which went viral in Mumbai. **“Mauka Dete Hain”** with **Gera Developments** and **Amitabh Bachchan** used celebrity power to build trust, while another campaign for JP Infra featuring **Karan Johar and Kareena Kapoor** blended Bollywood glamour with luxury living. The **Burgundy** campaign with **Manish Malhotra** successfully combined fashion and real estate, appealing to aspirational homebuyers.

## INDUSTRY RECOGNITION

Over the years, Alchemist has consistently set benchmarks in real estate marketing, earning industry recognition across multiple platforms. Honours include repeated wins as **Advertising Agency of the Year** at both the **Realty Awards** and **The Economic Times**, along with titles such as **Innovative Campaign of the Year**, **Best Innovation in Brand Activation**, **Digital Marketing Campaign of the Year**, **Real Estate Website of the Year**, and **Integrated Brand Campaign of the Year**, as well as **Marketer of the Year** for their **Group MD**, among many others that celebrate their **creativity, impact, and leadership**.

Alchemist stays ahead of the curve by implementing innovative techniques that meet customer expectations and new trends. In 2025 and beyond, Alchemist will continue to shape the future of real estate marketing with its deep industry knowledge and creative expertise.



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Alchemist Marketing & Talent Solutions is one of India's **top 5 independent 360-degree integrated marketing agencies**, renowned for its leadership in real estate communications. Through its real estate arm, **Clay**, the agency has delivered groundbreaking campaigns that drive real results. Known for its innovative concepts and commitment to hiring and retaining top talent, **Alchemist is at the forefront of shaping the future of real estate marketing.**



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