



## **P R E S S R E L E A S E**

### **For immediate release**

## 99acres unveils its first Television Commercial on air today

*Monumental love, the 'Taj Mahal' story!!*

20 July, 2007, New Delhi: 99acres.com, India's no.1 real estate portal, unveils its first TV commercial. Imagine if the Taj Mahal was to be built today? Where would you find the perfect plot? On 99 Acres ofcourse !! The TVC has a simple concept– built on the brand line “**If it's out there, it's in here**”. However, the treatment uses humour and is refreshing in concept and is timeless in appeal. With the 'Taj Mahal' as the background, the concept lays emphasis on the availability of any and every kind of property whether for sale or rent on 99acres.com

Commenting on the release of the TVC, Sumeet Singh, National Head, Marketing Corporate Communication & Strategic Alliances, Info Edge (India) Ltd said : “Our challenge was to find a topic that could connect with people nationally and was relevant to the category. We wanted the topic to be evergreen and be larger than life in its appeal. The Taj Mahal seemed perfect to us, apart from its timelessness it is the current flavour. Set against the monument of perfection the TVC has subtle humour and is the perfect mix of communication that is compellingly relevant, refreshing and at the same time appealing.”

Set in 21<sup>st</sup> century, The TVC has the famous Mughal emperor Shah Jahan and his beloved wife Mumtaz as the protagonist. Nothing has changed in their world except that the old Shah Jahan living in today's time zone has still not managed to build the promised monument of love - Taj Mahal due to lack of land.

There are some dialogues that create the testy relationship between the old couple as the miffed Mumtaz never misses an opportunity to remind the emperor and mock him over his unfulfilled promise of the past 400 hundred years. The humour is subtle and the situation incongruous with the very regal Moghul Emperor and his now aged Mumtaz dressed in fine regalia with the court in session desperately looking for the right property. The film depicts in a humorous fashion how difficult it is to find a space/ plot/ house in today's time.

According to Sanjay Sharma, Creative Director for the film at, FCB Ulka, “The film is a take off on shortage of space and exaggerates the concept - what if the epitome of love: the Taj Mahal was to be built today? In my mind the use of really old people makes the film endearing and enjoyable.”

Through interesting characterization and brilliant performance the commercial is both endearing and humorous. It ends with a broker walking in with his laptop – showcasing 99acres.com. Above all the commercial communicates the ease of finding property

through 99acres.com, at the click of a mouse and will definitely gain the attention of builders, brokers and consumers. It will be aired across Hindi and vernacular news channels.

About 99acres.com

99acres.com, India's No.1, real estate portal, was launched by Info Edge (India) Ltd. in September 2005, as a gateway to the country's property bazaar. It is an information exchange for buying, leasing and selling of all types of residential and commercial properties anywhere in the country. The website enables easy access to a huge property bank for netizens and allows direct connect with developers, brokers and individuals in cities in urban and remote parts of India. Almost 1500 builders, 20,000 brokers, 40,000 individuals listed over 200000 properties on the website. It has a registered database of 100000 users.