

TIMES BUSINESS AWARDS

BENGALURU 2018

Powered by



An Optimal Media Solutions Initiative, A division of Times Internet Limited, circulated with The Times of India, Bengaluru

Monday, 23 July, 2018

An Advertorial and Lifestyle promotional Feature

AND THE AWARD GOES TO

REAL ESTATE AWARDS

Embassy Edge
Most Innovative Concept - Residential

Embassy Manyata
Most Environment Friendly
Commercial/Office Space

Embassy One
Best Luxury Integrated Project

Embassy Boulevard
Best Ultra-Luxury Villa Project

Embassy Group - Future First
Best Innovative Real Estate Marketing
Campaign

Embassy Springs
Best Upcoming Integrated Township

Vaishnavi Group
Best Developer - Commercial

Vaishnavi Oasis
Most Admired Upcoming Project

Skylark Mansions
Best Affordable Luxury Projects

Adarsh Palm Acres
Best Sustainable Luxury Villa Project

Kolte Patil | TOWERS Exente
Best High Rise Project

Mahaveer Group
Premium Lifestyle Projects Developer

DS-Max Properties
Most Dynamic Developer

Casagrand Luxus
Best Residential Villa Project - East
Zone, Bengaluru

Catalyst Properties
Best Residential underwriting/
Marketing company

NVT Life Square
Best Premium Villa Project

L&T Realty Raintree Boulevard
Best Mixed used Township

SK TMT
Most Trusted TMT Steel Brand

Divyasree 77 East
Best Luxury Villa Project

Divyasree Developers
Best Quality Construction

Mana Projects - Mana Tropicale
Best Future Homes

Campan valley by Cornerstone
Best Plotted Development

Research Methodology

The objective of this research was to arrive at Top Retail/ Realtors Icons of Bangalore in their respective categories. The survey had three major modules to arrive at the final ranking i.e. Desk Research, Factual Survey (Nomination Survey) & Perceptual Rating Survey.

Module 1 (Desk Research/ Expert Interviews)

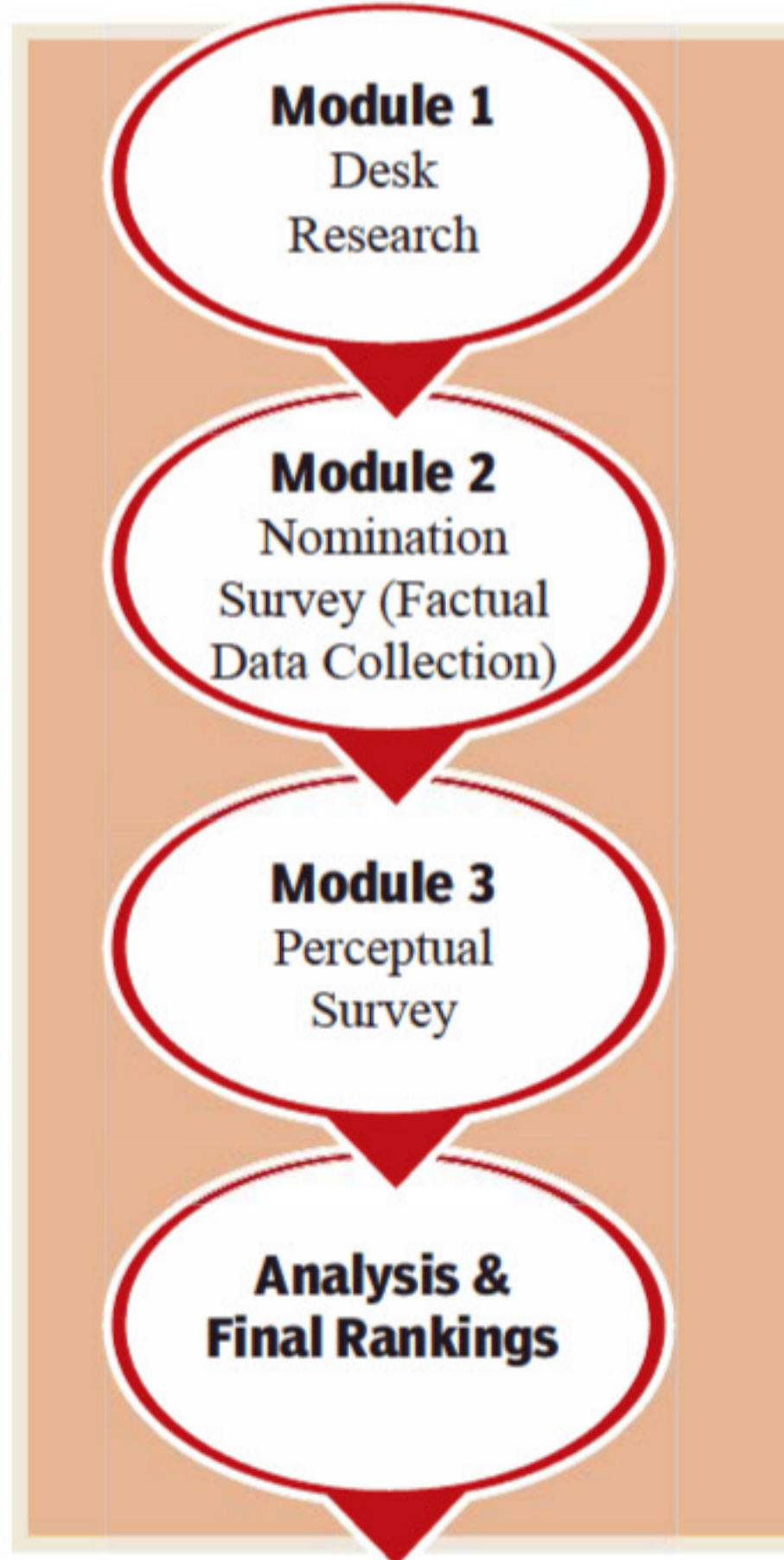
In the module 1, a list of retail entities in different products & services was generated with the help of internet searches, magazines and other publications. This list was further beefed up by adding some names which got mentioned by customers during the perceptual survey.

Module 2 (Factual Nomination Survey)

In Module 2, near about 340 in Real estate and 204 in Retail entities in different categories were sent the factual data questionnaire. The factual nomination sheet focused on general information about the participant- Infrastructure, success stories etc.

Module 3 (Perceptual Survey)

In this module, a perceptual



questionnaire was administered amongst the Target Group in different Categories. The questionnaire assessed target respondents' perception about various retail players in the respective categories on key parameters (on a scale of 1 to 10 where 1 meant poor & 10 meant excellent). A total of 1905 Listing / main perceptual interviews/ Factual information were conducted to identify Top Business Icons in Bangalore.

Final Analysis & Ranking

In this module, analysis of both factual sheet data & perceptual survey data was undertaken to arrive at the final score for each of the retail entities. The final score for an entity was an average of Perception Score and Factual Score. Only those Retail Entities were ranked who participated in the Factual survey and provided their factual data.

Some Caveats/ Assumptions:

- Only those entities were considered who had submitted their Nomination Survey form.
- Sole selected entities within their respective categories have not been ranked.