

Mahindra Lifespaces awards home at Happinest - Palghar for Re. 1 to winner of its #JoyfulHomecomings contest

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Mahindra Lifespace Developers Limited ('MLDL'), the real estate and infrastructure development arm of the Mahindra Group, has announced the winner of its #Joyful Homecomings 'Home at Re. 1' contest. The contest was part of a campaign to bring to life Mahindra Lifespaces' brand value proposition of 'Joyful Homecomings'. The winner, Gurgaon resident Ms. Nidhi Chandna, is now the proud owner of an apartment at Happinest – Palghar: Mahindra Lifespaces' latest affordable housing project, which has emerged as one of the fastest-selling projects in the Mumbai Metropolitan Region.

Sharing her excitement on her big win, Ms. Chandna said, "An apartment in MMR for Re. 1 is like a dream come true! I would like to thank Mahindra Lifespaces for creating a one-of-a-kind opportunity for a truly joyful homecoming."

Added **Sunil Sharma, VP – Marketing & CRM, Mahindra Lifespaces**, "Purchasing a home is a major life decision, and most intending buyers today start their real estate journey online. At Mahindra Lifespaces, we are focused on ensuring that every aspect of this process is enjoyable. Digital has been working as one of the core media for the brand to build engagement & salience. The #JoyfulHomecomings campaign is a manifestation of our customer-centric approach on the digital platform, and we heartily welcome Ms. Chandna to the Mahindra Lifespaces family."

Ahmed Aftab Naqvi, CEO and Co-founder, Gozoop, said, "Buying a home is one of the most cherished moments in a person's life and our campaign #JoyfulHomecomings is an innovative take on spreading this happiness with just a single rupee. With over 142K potential home buyers engaged, this digital first campaign left an indelible impression on not just their minds, but their hearts as well."

Mahindra Lifespaces' brand proposition of Joyful Homecomings encompasses the delivery of thoughtfully designed homes and community spaces; hassle-free experiences; a portfolio of post-handover services; and the creation of vibrant communities that augment the living experience for residents. The month-long #JoyfulHomecomings campaign invited participants to answer a simple question – 'What does #JoyfulHomecomings mean to you?' The campaign also leveraged GIF and vox-pop videos wherein participants were asked for ideas on how they would spread joy with only Re. 1, thereby rousing wide curiosity and anticipation. The campaign generated 6.8K+ conversations over a month across digital platforms.