

IndiaProperty.com widens its scope to tap international markets India Property Show 2008 to woo more than 6000 NRIs in Dubai

Chennai, 24 April 2008: With a view to expand its horizons overseas, IndiaProperty.com, India's leading real estate property portal, has pointed its radar towards international market. Driven by the increasing interest shown by real estate developers in tapping the overseas markets, it is expanding the reach of its real estate portal by widening its marketing efforts through the launch of India Property Show 2008, its first property fair and India Property Times, a property magazine for the NRIs on the available properties in India.

Chennai, Tamil Nadu, IND, 2008-04-24 16:08:31 (IndiaPRwire.com)With a view to expand its horizons overseas, IndiaProperty.com, India's leading real estate property portal, has pointed its radar towards international market. Driven by the increasing interest shown by real estate developers in tapping the overseas markets, it is expanding the reach of its real estate portal by widening its marketing efforts through the launch of India Property Show 2008, its first property fair and India Property Times, a property magazine for the NRIs on the available properties in India.

India Property Show 2008 to be held on May 2nd and 3rd in Dubai, Crown Plaza will have close to 50 stalls of leading property sellers and footfall of more than 6000 prospective NRI investors. India Property.com which has a high volume of NRI visitors seeking Indian properties intends to optimize this opportunity for the property developers across India. During the property fair, the portal also intends to launch its first issue of India Property Times in Dubai. The US edition of the magazine, which is into the third edition, has been received well with a circulation of 50,000 copies.

Research states that during the past decade, the proportion of Indians in the UAE, in managerial, executive, professional and technical occupation has increased in multitudes. There are a number of well established Indian business entities which are respected for professionalism and reliability. NRIs in UAE remit a substantial amount of foreign exchange to India every year, estimated at around US \$2 billion annually. India Property.com looks at these potential investors through its property fair and property magazine to further facilitate this movement of NRI investment in real estates and properties in India.

Talking about India Property Show 2008, Mr.Shrikanth, National Head, Sales and Operations, India Property.com said, 'More than 40% of visitors of IndiaProperty.com are NRI's who see investment in property as the best solution to fulfill their desire to return to India at some point of their life. Such property fairs offer them the best opportunity to interact directly with top builders and have a feel of the projects they are interested in from various destinations across the country. Having already established our presence through online and offices in the US and in Dubai, we plan to strengthen our offline presence through focused marketing efforts such as property fairs and classified services to our customers in these markets'.

The vast majority of NRIs spread across the globe is one of the prime reasons that a large number of builders and developers are making painstaking efforts to woo the non-resident Indians. High-quality construction in India is attracting huge NRI investment in real estate. The surge in demand came as soon as the investment laws were revised to aid NRIs in moving their investments freely in and out of the country.

According to Mr.Murugavel Janakiraman Founder & CEO, Consim Info Pvt. Ltd which also runs

IndiaProperty.com, 'As an organization, our focus is to provide comprehensive solutions for all stakeholders using the power of technology and thus maximize the reach for our customers. Our strength lies in understanding the nuances of the market and the expertise in the online medium which we capitalize for our clients through different platforms.'

- **END** -About India Property.com

IndiaProperty.com, part of Consim Info Pvt. Ltd. (formerly BharatMatrimony group), provides in-depth information on buying, selling and renting out properties in India. The portal provides an ideal medium for independent owners, real estate agents and builders to advertise their listings on the Internet and for potential buyers to search for properties in a private, hassle free environment. With the group's partnership with Yahoo, IndiaProperty also powers Yahoo's property channel in India. Recently IndiaProperty.com was ranked, the Best Indian Real Estate Website by PC World.

About Consim Info Pvt. Ltd

Formerly known as BharatMatrimony Group, Consim Info Pvt. Ltd is India's leading Internet Company. The company, established in 1997, has developed expertise and successful business models to provide an array of world-class services including Matrimony, Property, Automobile, Jobs, Listings and SMS services. With over 15 million users worldwide, the group has established itself as an undisputed leader in the Indian Internet space.

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