

Press Release

Leading Developer appoints International Marketer.

Leading property MNC L J Hooker has been appointed by Century Property as exclusive sales and marketing agents for their new WinterSun project in the booming northern corridor of Bangalore.

Century Group, the largest single landowner in Bangalore, has built a land bank that is the envy of the development industry in India's southern IT hub, recently adding a huge swathe of the central Palace Grounds site in central Bangalore.

CEO of Century, Ravi Pai is enthusiastic in relation to the company's icon development at Yelahanka and their association with L J Hooker.

"WinterSun is an outstanding development offering international architecture and a lifestyle that is normally unavailable in India. We have made an enormous effort to ensure that the lucky buyers at WinterSun enjoy a style of living that was more typically associated with high end architecture in areas such as California, where people enjoy a harmony created by having the interiors and exteriors of their homes melding into a single holistic experience."

L J Hooker Project Marketing MD, Alexander Moore says his company is very pleased to be appointed by the Century Group "We look forward to working with the Century team over the coming years and to assisting them in getting their product to the market in the most efficient manner possible"

Says Ravi "We have joined with L J Hooker because we realise that the Indian property buyer is demanding greater efficiency in both their purchasing experience and in the after contract management of the purchase. L J Hooker have been working in this field internationally for 80 years and we welcome their experience and operating systems"

The first stage of WinterSun will be released to the market at the end of January with the first 50 Villa's and 18 row houses being made available. Villa pricing will be from around the Rs1.25Cr mark.

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