

RISING  
AHEAD  
WITH  
PERFECTION  
& TRUST

## CASE STUDY

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SUBLIMIS  
your home, your story

With more than 33 years of presence, CRC has become a name that is synonymous to Quality, Innovation & Reliability in the sanitary ware industry. Chandgi Ram Real Estate (CRC) has firmly established itself as a trusted name in India by delivering what is promised. A part of Chandgi Ram Nawal Kishore Group (CNRK), a renowned name in the sanitary ware industry, the Group took an enormous leap inspired by Founder & MD Mr. Satish Garg and Founder & CEO Mr. Kunal Bhalla. Our focus lies in providing real estate solutions to our clients regarding corporate, economic and planned ambitions.

Taking this experience forward and with an objective of delivering what is promised, CRC took its concrete form in 2006.

# About Sublimis

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Strategically located in Sector 1, Greater Noida West, the homes in Sublimis are not just built, but are judiciously fashioned with a vision that is larger than life. Designed by renowned architect Hafeez Contractor, the project is perfect for individuals want to live a life of comfort and opulence.

So, if you have a desire to write the story of your life in a place that inspires your imagination, Sublimis is the perfect place to be. A 2 & 3 BHK Apartments perfect for a small family.

# Flags Communications Role

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Sometimes a perfect product (Project) needs a perfect story to stand out. As CRC was not known much in real estate market and it was big challenge for flags to compete with big players like ATS, Gaur & many others. Flags Communications weaved a story as the CRC's Marcom Agency to stand out the brand CRC in the real estate market. The brand required a Serious make-over of Internal behavior as well as external look by overpowering its old image of trader or retailer. As an integrated marketing agency flags took over this challenge & helped the organization in:

- ❖ Marketing & Advertising
- ❖ Brand Management
- ❖ Strategy



# Initial Brand Challenges

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- Changing the outlook of a company which is completely changing its nature of business mid-way is not an easy task to do
- Revamp had to be done in a way, that it is a established player in real estate Market!!!
- The Past Image of brand had made the challenge further difficult .
- Brand owners were apprehensive of completely leaving the nature of business as past.

# How Flags Played The Role of a Marcom Agency?

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## BRAND CRC

As an integrated MARCOM agency, Flags took upon the complete exercise for CRC-Sublimis, to establish CRC as a brand which help further to sale the project SUBLIMIS in the market. As the brand was new, the brand needed to create a buzz in Market. Steps followed were:

- ✓ Flags had an edge of huge experience of work in same sector for different clients.
- ✓ TG identified.
- ✓ Consistently hammered the name of CRC as real estate developer in the minds of the end consumer & Channel partners through different Medium.
- ✓ Crafting customized marketing and communication strategies according to the needs of the market and need of the sector

# Corporate Profile





Corporate Ad





# Website



## Launch of Project SUBLIMIS

After creating buzz for the brand CRC.  
Project, Sublimis has been launched and projected as  
project which is worth to invest .

Project identity was carefully made to support the project , name and USP.

The project name SUBLIMIS has been derived from “**Vir Heroicus Sublimis**”

Vir Heroicus Sublimis is a 1951 painting by Barnett Newman, an American painter who was a key part of the abstract expressionist movement. Vir Heroicus Sublimis—“**Man, Heroic and Sublime**” in Latin.



The motif of project Identity is Initial of name . Signifies the lofty, grand, or exalted in thought, expression, or manner. 3 layers symbolizing and connecting with painting as well as real estate.



# B2C Communication

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B2C communication was the most important work for any Project developer in their markets to draw the customers towards the project and to keep the customer attract through communication.

## “HAPPINESS”

The term happiness is used in the context of mental or emotional states, including positive or pleasant emotions ranging from contentment to intense joy. It is also used in the context of life satisfaction, subjective well-being.

Flags positioned this project as Happiness of customer that we care about your happiness. We never imposed any fancy offer or any forcible marketing tactics to sale the unit.

# B2C Communication

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Flags strategy was to be:

- Transparent with customer
- Customer engagement by guiding them to choose right property
- No Forcible Sale
- Convey right information and USP of project

### COMFORT THAT'S BEYOND IMAGINATION

Experience an unrestrained lifestyle and embark on a journey of true luxury living. Sublimis has been designed in a way that no apartment overlooks each other. Furthermore, one can enjoy all the leisure with the commercial space right in front of the residential project. Some of the features that are worth mentioning are as follows:

- Efficiently planned and designed by Architect Hafeez Contractor
- Landscape design from internationally renowned landscape consultant - Integral Designs
- Aesthetically designed area for elderly & children
- Direct access to green area from drop off zone
- Independent drop off for each tower
- Independent window in master bedroom
- Separate window in video door phone
- Provision for video door phone
- All the apartments are designed to allow maximum sunlight indoors
- Beautifully designed landscape with nature's abundance
- Privacy in each apartment
- Most services have been placed in the basement to give unhindered spaces of organised parking like D.G. sets, etc.
- Ample room spaces, excluding the in-built wardrobe
- One basement with 4.5m height, with provision for mechanical parking

For The Love Of Life

ENTICEMENT INFRASTRUCTURE  
Head Office: CRC, A-57  
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A GLORIOUS CANVAS  
FOR THE STORY OF YOUR LIFE



**CRC**

HAPPINESS  
HAS AN ADDRESS

 **SUBLIMIS**  
your home, your story

**2 & 3 Bedroom Apartments**  
Sector-1, Greater Noida (West)

Designed by Hafeez Contractor

**RST**



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INR **29.9**  
lacs\*

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CRC

RST



Our Promise  
Good Times & Great Smiles







# B2B Communication

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- B2B strategy for Sublimis had to do for aligning channel partners
- A lot of activities for **dealer network** were done to push across project in the markets.
- Communication with channel partners had been established through different ideas and events.
- Unconventional Seminars has been done to invoke the feeling in channel partners that they are working with organized industry or further with an organization which has culture of organized industry although real estate have never been considered as an industry.
- Trough communication Flags imposed a belief that CRC is creating a Happy Eco System where Customer Employees, Vendors, Business Partners will grow together.





www.crcgroup.in

# GRATIFIED WE ARE!

Thank you for choosing Sublimis  
as your haven of happiness!

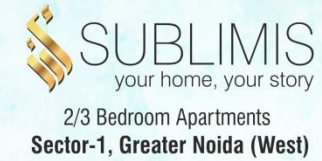


2/3 Bedroom Apartments  
Sector-1, Greater Noida (West)

## 247 Units Booked

We are highly elated by your warm response. This indeed, showcases the prominence of this exemplary landmark. The best thing, time can give, is an opportunity to live life with happiness.

**CRC GROUP**  
Head Office: CRC, A-57, Sector-4, Noida-201301 | Tel: 0120-4865700



# THANK YOU

All business partners  
for collaborating with us.

## Business Partners



**CRC GROUP**  
Head Office: CRC, A-57, Sector-4, Noida-201301 | Tel: 0120-4865700  
www.crcgroup.in



## Achievement/ Success Story

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Out of 840 units,  
750 units sold out  
in 18 Months

FLAGS COMMUNICATIONS is proud to be the  
part of Success journey of CRC Sublimis...

THANK YOU

LET'S CONNECT @ 09310055885