



Kolte-Patil ranks 1st in Pune in the All India Most Reputed Real Estate Brand

Pune, 12th October, 2016: Kolte-Patil Developers Limited, (BSE: 532924, NSE: KOLTEPATIL), a leading Pune based real estate developer, has been ranked as the **number 1** Most Reputed Real Estate Brand in Pune in a report by Blue Bytes in association with TRA Research (both part of the Comniscient Group). The study evaluates Brand Reputation by analyzing media and consumer perception.

Kolte-Patil Developers has completed over 13 million sq. ft. of landmark developments in Pune & Bangalore, making it the largest developer in Pune. The company has built projects in multiple segments such as residential, commercial, retail, It parks and integrated townships. Also, in the last few years, the company has made a strong push in Mumbai, signing up some upscale redevelopments projects in the western suburbs.

Mr. Gopal Sarda, CEO Mumbai & Group President , Kolte-Patil Developers, said, “We at Kolte-Patil strive to deliver the best in all aspects for our customers, investors and stakeholders. The company’s strong brand name and execution track record makes it the number one in the city of Pune. In Reputation score we have been considered for **‘Respect and Trust’** as understood by the customers and media's carriage and transmission of brand's respect. Over the years we have built a relationship of trust with our customers through our projects that reflect the core values of the brand - honesty, transparency, commitment to schedules, innovation and excellence. Going forward, the markets are going to be challenging, and for us to keep up with the pace, we will keep delivering consistently on our promises and will continue to be the most preferred brand in the real estate segment.”

“Realty in India is intimately connected to progress, to growth, to business success, and to the asset building of its populace. Though Real Estate investments in the coming years may not give the returns it has been giving for the last 2 decades, this can only be seen as a sign of the maturity of the Industry. Pune as a city is growing tremendously every passing day. The real estate brands in this city not only have to focus on building reputation, but they also need to invest into sustaining it, if they want to focus on long term accomplishment ” **said Pooja Kaura, Chief Spokesperson for India’s Most Reputed Brands.**

India’s Most Reputed Real Estate Brands was a study conducted within the Real Estate Industry with BlueBytes analyzing news of 57 realty brands in all the major English and Hindi print media (newspapers and magazines) across 9 cities as a representative of the news across all media. A total of more than 27,000 articles related to different Real Estate brands were captured in the period between August 15, 2015, and August 15, 2016. In addition to news analysis, the consumer’s perception was also studied and this part of the analysis was contributed by TRA Research, which interviewed 2,500 consumer-influencers on the aspect of Respect.

India's Most Reputed Brands

'India's Most Reputed Brands' is a product of Blue Bytes in association with TRA Research, both nestled under the Comniscient Group. The companies bring together a unique synergy in the business of Reputation Measurement. The Report leverages their unique specialties – Blue Bytes, which is focused on measuring transmission of respect as perceived via the Print Media, and TRA, which specializes in measuring consumer perception. Blue Bytes tracks all the brands' news in all the major English and Hindi print media (newspapers and magazines) across 9 cities as a representative of the news across all publications. TRA Research contributes with interviews on 2,500 consumer-influencers on the aspect of Commanding Respect. 'India's Most Reputed Brands' is a one-of-a-kind study. Blue Bytes and TRA Research are geared towards mapping the Reputation topography of different Sectors.

About BlueBytes

Founded in 2003, BlueBytes, a part of the Comniscient Group, is India's leading media-analytics company with making it an indispensable tool for tracking, managing, and analyzing media coverage from print and online sources. BlueBytes News offers media analyzes 4,000 articles daily and extends services to 250 marquee clients from 20 diverse Sectors. This year Bluebytes plans to launch 12 reports of India's Most Reputed Brands from different Sectors and last Month the company launched India's Most Reputed Aviation Brands.

About TRA Research

TRA Research (formerly Trust Research Advisory), a part of the Comniscient Group, is a Brand Intelligence and Data Insights Company dedicated to understanding and analyzing stakeholder behavior through two globally acclaimed proprietary matrices of Brand Trust and Brand Attractiveness. TRA Research conducts a primary research with consumers and stakeholders to assist brands with their business decisions based on our insights on Consumer Behavior. TRA Research provides Competitive Intelligence Reports mined from more than 15 million data-points on brand intangibles of 20,000 brands and also provides bespoke studies based on the same matrices. TRA Research is also the publisher of 'The Brand Trust Report and of 'India's Most Attractive Brands.

Pune Rank	Particulars	Brand Rep Score
1	Kolte-Patil Developers Ltd	2,22,917
2	2 nd Rank	1,38,619
3	3 rd Rank	62

For further information, please contact:

Navin Thakur (AVP – Marketing)
Kolte Patil Developers Ltd.
501, The Capital, BKC, Bandra (E), Mumbai
Tel: +91 7770017380
Email: navin.thakur@koltepatil.com

Saumya Kaushal (Senior Consultant)
Index PR Pvt. Ltd.
Part of Omnicom Group
Tel: +91 9765800022
Email: saumya.kaushal@indexpr.in