

LODHA ESTRELLA LAUNCH AT NEW CUFF PARADE



The Situation

Lodha Group had constructed a brand new section at their NCP site at Wadala called Lodha Estrella. The flats at Lodha Estrella were designed by Kelly Hoppen – Britain’s leading celeb Interior designer

The Strategy

- **Pre-launch:** To promote Kelly Hoppen in the local media as a celebrity & a key opinion leader in the field of high-end living & interiors (Via feature stories, interviews, etc)
- **Launch:** To position Lodha Estrella as an ideal address with state of the art facilities and equi-distant from all sections of Mumbai (via monorail, local trains, Chembur freeway, etc). This was done via select Interviews with Mr. Abhishek Lodha & Kelly Hoppen

The Result

- Day after the press launch about 200 apartments were booked by potential investors
- Visibility across all the key media in the country (Economic Times, Vogue, Elle, Financial Express, Times of India etc)

