# Lodha Group Reinvents its Digital Strategy with Adobe Experience Cloud
### Becomes First Real Estate Major in India to Leverage the Power of Digital Technology to Enhance Customer Experiences

**New Delhi, 25 October 2018**: At a time when the world's leading brands are investing in digital technology to bolster business results, some traditionally offline industries like real estate sector have been relatively slow to embracing a digital mindset. In a move that signals the steady rise of the digital revolution in brick and mortar businesses, India's real estate major Lodha Group has announced a strategic partnership with Adobe, to augment the company's digital transformation strategy. Leading the digital bandwagon, Lodha Group will now leverage the power of Adobe Experience Cloud solutions to expand their reach, drive enhanced customer experiences across channels, and gain competitive advantage.

**Viral Oza, Chief Marketing Officer, Lodha Group** said, "With competition heating up in the real estate sector in India, and customers demanding more contextualized experiences, it is becoming increasingly important for us to establish a more intrinsic connect with our potential and existing audience base across channels. We are pleased about our association with Adobe and are looking at their deep digital marketing capabilities to better engage with our customers and prospects, address their requirements, and drive relevant and personal messages throughout the pre and post-purchase stages."

**Kulmeet Bawa, Managing Director, South Asia, Adobe,** said, "Traditionally, real estate in India has been driven primarily by offline channels. But as technology increasingly becomes all pervasive, with buyers desiring swift, personalized and seamless cross-channel experiences from brands, it has become crucial for real estate players to integrate and leverage the power of technology in their strategies. We are confident that our solutions will help Lodha Group catalyse their journey by targeting accurate audience, acquiring new customers and engaging effectively with their existing customer base across channels. For Adobe, this partnership marks an inroad of digital technology into one of the fastest growing sectors in India, and validates the value of our digital experience offerings across industries".

Key to its digital strategy, Lodha Group will focus on boosting the company's reach through targeted marketing campaigns across digital channels, and positively influencing audience conversion rates. Adobe Experience Cloud solutions will help the real estate major orchestrate high-value purchase customer journeys, and stitch those to customers' digital behaviour as well as offline interactions, and specifically target the High Net Worth Individual customer segment across various ad networks. With Adobe Campaign, Adobe Audience Manager and Adobe Analytics – Lodha Group plans to expand its reach to a diverse demographic set and drive future growth by unifying customer experiences across its online and offline platforms. The partnership will also allow the Lodha Group to streamline customer engagement, drive media efficiencies on paid media spends and enhance audience acquisition efforts through first and second party data.

**About Lodha Group**
Lodha Group is India's leading real estate developer with presence in India and the United Kingdom. The company has clocked new sales of INR 6,966 Cr for FY 16-17, and INR 8,130 Cr for FY 17-18. It is currently developing world-class projects such as Lodha Altamount, The World Towers, Trump Tower Mumbai, One Grosvenor Square, Palava among other landmarks. Lodha Group has large land reserves in the Mumbai Metropolitan Region and has 39 ongoing projects across Mumbai Metropolitan Region, Pune and London. The company completed 5,677 homes in FY 16-17 and 11,544 homes in FY 17-18.

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