



INDIA CHAPTER

PARIS

MARCH, 9 2019

AWARD PROCESS

ACKNOWLEDGING & APPRECIATING
SUCCESS

OF INDIAN REAL ESTATE INDUSTRY

HOW TO PARTICIPATE?

STEP 1: SELECT YOUR CATEGORY

You can enter as many Projects as you wish in all the categories and one project entry can be in more than one category as long as it meets all the eligibility requirements. For every project Separate Submissions should be sent.

STEP 2: ENTRY FORM & PAYMENT

You are requested to fill the attached Application Form and submit the required documents & materials along with the payment of the Rs. 25,000 [+ GST] nomination as entry fee. Entry deadline: February 15th, 2019.

STEP 3: JURY MEETING

A jury comprised of high-profile industry experts will video conference with top three finalists. The jury will also select the winner of the "Special Jury Award", the jury's favourite project!

STEP 4: PERSONALIZED REPRESENTATION

Every shortlisted finalist from each Category, will be given an Opportunity to make a Personalized Representation to Endorse their Nomination. After this Representation, the Final Two Shortlisted Nominees will be informed and invited for the Award Ceremony.

STEP 5: AWARDS CEREMONY

The Category winners will be revealed at the prestigious Realty Lion Awards Ceremony to be held in Paris on 9th March 2019.

JUDGING PARAMETERS

As per the various Awards Categories and Scope, the assessment of the applications will be done by following Bodies & Jury:

- Popularity & Feedback by Consumers collected by Associate Research Agency
- Popularity & Feedback by Industry Peers and Professionals collected via Telecom
- Personalised and Digital Media Interactions
- Popularity & Feedback by Allied Industry via feedback forms, online & offline
- Research Mythology Based Assessment by Associated Audit Agency
- Assessment by Distinguished Jury Members from Different Fields
- Assessment by Jury appointed by RAP MATES, WFIRI, SHOWMAN & RESEARCH PANDIT
- Management of Realty Lion Awards

JUDGING CRITERIA

The Judging Criteria differs by Category, but the Emphasis is on the Overall Quality of the Entry and Projects; the Merits of Innovation, Decisiveness, Integrity, Strategic Vision, Commercial Viability, Benefit to Community and Industry Growth.

These Evaluation Criteria were Established to be Relevant, Comprehensive, Well Aligned with the Ever-Evolving definition of "Innovation," Transparent for Nominees and clearly defined for our voting bodies through Various Platforms.

There are no Precise Objective Metrics that Unambiguously Define how Companies and concepts Rank for each Evaluation Criteria. We have Developed the Evaluation Criteria and a Corresponding set of Assessment Tools and Scales that we believe allow for a Fair, Honest and Equitable Assessment of each entry. All entries will be judged on the following Realty Lion Awards Criteria:

CRITERIA 1: CONCEPT

Opportunity, Conception, Method & Development

In the true spirit of Awards, we are looking for Innovations that not only address a need and solve a problem but also seize an Opportunity and create a new market or industry and we are interested to evaluate the Overall Method, Development of the Concept and Opportunity. We would like to understand how Discovery, Collaboration, Iteration, Prototyping etc. contributed to the Conception and Development of the Innovation as it progressed from Genesis to Design and Implementation.

CRITERIA 2: VALUE

Need, Desire, Differentiation, Advantage & Cost

For the Award Criteria of Assessment, Value is a Primary Driver for the Innovations. We would like to understand how the Innovation satisfies an existing Need or Desire of the Developer, Customer, Investor and Industry. We are seeking evidence for how the offering is different and whether it has Distinct, Game Changing Advantages over any alternatives. We also want to review the unique value proposition, the relationship between it's cost & benefits, Economic Desirability and ROI with fair Business Practice.

CRITERIA 3: DELIVERY

Commitment, Engagement, Availability, Achievement

Winners will not only be Accomplished Innovators but also Great Communicators, Marketers and Masters of Delivery. We would like to understand how the Project Quality, Company Ethics, Vision, Innovation and Execution Strategies are Enforced and Delivered in Clear and Compelling ways. We are looking for Interesting Industry Examples & Landmarks, of how consumers have been Engaged & Benefited and how the offering has been Delivered and availed to the Marketplace, contributing to the Development of Industry and Area. Finally, we are interested in how the Value Proposition of the Offering & Delivery is being Achieved, Fulfilled and Validated in the Competitive Marketplace.

CRITERIA 4: IMPACT

Sustainability, Social Responsibility, Industry Development, Contribution & Efforts Potential

Organizers Devoutly believe that Real Innovation not only Demonstrates Commercial Success of the Project but also Sustains Sensitivity to Broader Implications. We would like to understand the immediate and longterm Impact that the Innovation and planning has on the Development of Respective Area, Industry, Sentiments of Market and Customers, Environment and the Society as a whole. We are also interested how the offering may establish a Vision or be the basis of a larger System or Platform of Innovations and how it might be an Inspiration for the future Innovators, especially forming parameters, examples and guidelines for upcoming developers and projects across the Real Estate Fraternity and Industry

Further Details of Criteria are available on the official Website of Awards:

www.realtylionawards.com

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