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December, 2019

**MEDIA ANALYSIS DOSSIER**

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Overview of PR Initiatives for AlphaCorp

  Sourced an industry story opportunity from The Economic Times. The story focused on the redevelopment of distressed projects and highlighted insights by Mr Ashish Sarin, CEO, AlphaCorp.

  Drafted a year ender authored article on behalf of Mr Ashish Sarin, CEO, AlphaCorp focusing on happenings in 2019 and prospects of Indian Real Estate in 2020. The article was published in The Financial Express online edition.

  Sourced an area specific story opportunity from The Times of India real estate supplement Times Property. The story highlighted two prime locations ‘New Gurugram’ and ‘Dwarka Expressway’ as a promising real estate destinations with quality living, subsequently garnered coverage.

  Sourced an opportunity from the special column ‘Realtor’s Forum’ in Mail Today. It mentioned the industry inputs by Mr Ashish Sarin on realty market is taking over by end users.

  Pitched a story idea to the journalist and sourced an industry story opportunity from The Times of India real estate supplement Times Property. The story highlighted the right time to buy a property, subsequently garnered coverage.

  Sourced an industry story opportunity on ‘Sanguine days ahead for real estate in NCR’. The story focused on the overall development in the real estate market of NCR. It was flashed by ANI, a leading newswire and was published in Business Standard, Yahoo, HT Syndication and other real estate portals.

  Sourced an area watch story opportunity on ‘2020 looks promising for New Gurgaon realty market’. The story highlighted the developments in the region in 2019 and the growth prospects in 2020. The story was flashed by ANI, a leading newswire and was published in Business Standard, Yahoo, HT Syndication and other news portals mentioning industry inputs by Mr Ashish Sarin.

  Sourced an Industry story opportunity in Dainik Jargran, major vernacular in Gurugram. The story highlighted inputs by Mr Ashish Sarin on the upcoming trend in housing sector in 2020.

  Drafted and disseminated a press release on winter carnival held at Alpha Residences at Noida sector 150 in online media. The coverage appeared in The Times of India, Realty Plus, Realty Myths, Business News this week and other news portals.

  Planned and coordinated media visit at the winter carnival event held at Alpha International City, Karnal. Karnal media attended the event. Drafted and disseminated press release on the same. The story was published in Dainik Jagran, Dainik Bhaskar, Punjab Kesari, Amar Ujala, Hari Bhoomi and in online media.

  Pitched an industry story idea in media on the trend of Integrated Township in NCR focusing Alpha International city Karnal.

  Regular Media Interaction to enhance and boost the positive image of AlphaCorp.

  Implementation of communication strategy as planned.

  Generated awareness about AlphaCorp to the target audience and leveraged optimum media visibility.

  Protection of AlphaCorp’s interests.

  An e-update of all clips (Direct/industry related) were tracked, categorized and scanned in JPEG/PDF format and send to the concerned person.

  Prepared a monthly analysis dossier that is shared, which contains all coverages generated by PR Professionals along with the industry related news, online news graphical analysis and overview of PR initiatives for AlphaCorp along with a folder consisting original Print Clippings.

**Index of News Stories**

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| **S No.** | **Activity/Event** | **Date** | **Clip Title** | **Media Name** | **Page No.** | **Language** |
|  | Industry Story | 21st December 2019 | Emerging areas that promise quality living | The Times of India (Times Property) | 4 | English |
|  | Industry Story | 21st December 2019 | Good time to buy your dream home | The Times of India (Times Property) | 1&2 | English |
|  | Industry Story | 16th December 2019 | Realtor’s Forum | Mail Today | 13 | English |
|  | Industry Story | 25th December 2019 | अफोर्डेबल हाउसिंग में उत्साह से सुधार की ओर बढ़े कदम | DainikJagran | 5 | Hindi |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | बच्चों ने किया सर्दियों का स्वागत | DainikJagran (Karnal) | 2 | Hindi |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | अल्फा इंटरनेशनल सिटी में विंटर होम फेस्ट का आयोजन | DainikBhaskar (Karnal) | 2 | Hindi |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | विंटर होम फेस्ट का किया आयोजन | Amar Ujala (Karnal) | 6 | Hindi |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | अल्फा इंटरनेशनल सिटी में विंटर होम फेस्ट का आयोजन | Punjab Kesari (Karnal) | 3 | Hindi |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | किलकारियों से गुंजा सेक्टर 28-29 | Hari Bhoomi | 12 | Hindi |

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| **Online** | | | | | |
| **S No.** | **Activity/Event** | **Date** | **Clip Title** | **Media Name** | **Links** |
|  | Industry Story | 20th December 2019 | Hope for homebuyers, developers see business in stuck projects | The Economic Times | <https://economictimes.indiatimes.com/wealth/personal-finance-news/hope-for-homebuyers-developers-see-business-in-stuck-projects/articleshow/72901348.cms> |
|  | Authored Article | 26th December 2019 | Growth prospects of real estate look promising in 2020 | The Financial Express | <https://www.financialexpress.com/money/growth-prospects-of-real-estate-look-promising-in-2020/1804705/> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | Kids’ carnival held in Noida | The Times of India | <https://timesofindia.indiatimes.com/city/noida/kids-carnival-held-in-noida/articleshow/72885987.cms?utm_source=twitter.com&utm_medium=social&utm_campaign=TOINoida&from=mdr> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | AlphaCorp spreads warmth with winter home fest in Noida | Realty Plus | <http://realtyplusmag.com/alphacorp-spreads-warmth-with-winter-home-fest-in-noida/> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | AlphaCorp spreads warmth with winter home fest in Noida | APN News | <https://www.apnnews.com/alphacorp-spreads-warmth-with-winter-home-fest-in-noida/> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | AlphaCorp spreads warmth with winter home fest in Noida | Easy Shiksha | <https://news.easyshiksha.com/alphacorp-spreads-warmth-with-winter-home-fest-in-noida/> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | AlphaCorp spreads warmth with winter home fest in Noida | Business News This Week | <http://businessnewsthisweek.com/business/press-release-alphacorp-spreads-warmth-with-winter-home-fest-in-noida/> |
|  | Event Story – Winter Carnival in Noida | 19th December 2019 | AlphaCorp spreads warmth with winter home fest in Noida | News mantra | <https://newsmantra.in/alphacorp-spreads-warmth-with-winter-home-fest-in-noida/> |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | AlphaCorp brings a gift of warmth for Karnal residents | Realty Myths | <https://www.realtymyths.com/alphacorp-brings-a-gift-for-karnal-residents/> |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | AlphaCorp brings a gift of warmth for Karnal residents | News Mantra | <https://newsmantra.in/alphacorp-brings-a-gift-of-warmth-for-karnal-residents/> |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | AlphaCorp brings a gift of warmth for Karnal residents | First Truth | <https://firsttruth.in/alphacorp-brings-a-gift-of-warmth-for-karnal-residents/> |
|  | Event Story - Kids Carnival in Karnal | 24th December 2019 | AlphaCorp brings a gift of warmth for Karnal residents | APN News | <https://www.apnnews.com/alphacorp-brings-a-gift-of-warmth-for-karnal-residents/> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | ANI | <https://www.aninews.in/news/business/2020-looks-promising-for-new-gurugram-realty-market20191230162629/> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | UNI | <http://www.uniindia.com/2020-looks-promising-for-new-gurugram-realty-market/newsvoir/news/1837782.html> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Business Standard | <https://www.business-standard.com/article/news-ani/2020-looks-promising-for-new-gurugram-realty-market-119123000687_1.html> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Yahoo | <https://in.news.yahoo.com/2020-looks-promising-gurugram-realty-market-105629914.html> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | India Infoline | <https://www.indiainfoline.com/newsvoir?c_article_id=13137&c_author_id=8796&originurl=https%3A%2F%2Fwww.indiainfoline.com%2Fnewsvoir> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Devdiscore.com | <https://www.devdiscourse.com/article/business/812053-2020-looks-promising-for-new-gurugram-realty-market> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Punjab Tribune | <http://www.punjabtribune.com/news/170680-2020-looks-promising-for-new-gurugram-realty-market.aspx> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Big News Network | <https://www.bignewsnetwork.com/news/263556519/2020-looks-promising-for-new-gurugram-realty-market> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | New Kerala | <https://www.newkerala.com/news/read/271492/2020-looks-promising-for-new-gurugram-realty-market.html> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | HT Syndication | <https://www.htsyndication.com/newsvoir/article/2020-looks-promising-for-new-gurugram-realty-market/39747364> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Web India | <https://news.webindia123.com/news/newsvoir.asp?c_article_id=13137&c_author_id=8796&originurl=https://news.webindia123.com/news/newsvoir.asp> |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Covaipost | https://www.covaipost.com/2020-looks-promising-for-new-gurugram-realty-market/?\_\_cf\_chl\_jschl\_tk\_\_=dfc467f0b8be62c7aace1b926c3547766b9ae6e8-1577767709 |
|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Daily Hunt | <https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/2020+looks+promising+for+new+gurugram+realty+market-newsid-156290948> |
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|  | Industry Story | 30th December 2019 | 2020 Looks Promising for New Gurugram Realty Market | Startup City India | <http://startupcityindia.com/latest-updates-of-business-and-economy/?c_article_id=13137&c_author_id=8796&originurl=http%3A%2F%2Fstartupcityindia.com%2Flatest-updates-of-business-and-economy%2F> |
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| **Total Coverage** | |
| **Print** | **09** |
| **Online** | **120** |
| **Total** | **129** |