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January, 2020

**MEDIA ANALYSIS DOSSIER**

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**Overview of PR Initiatives for AlphaCorp**

* Sourced an area watch story opportunity from The Times of India real estate supplement Times Property on Noida – Greater Noida region. For the same, the journalist conducted an email interaction. The story focused on the development of the area and highlighted insights by Mr Ashish Sarin, CEO, AlphaCorp on the basis of the input provided.
* Drafted an authored article on behalf of Mr Ashish Sarin, CEO, AlphaCorp sharing the views on expectation from union budget 2020. The article was published in Deccan Herald online edition.
* Sourced an industry story opportunity on pre-budget expectations. The story appeared in The Financial Express online edition highlighting the insights by Mr Santosh Agarwal, CFO, Alphacorp.
* Keeping a track on recent announcements and developments in the sector, planned to pitch a story on extension SKK- Delhi Panipat Corridor of Regional Rapid Transit System(RRTS) upto Karnal.
* Participated in industry story focusing on pre-budget. The coverage appeared in leading vernaculars; Punjab Kesari.
* Sourced an industry story opportunity from Hindustan, major vernacular in Gurugram. The story highlighted insights by Mr Santosh Agarwal on the expectations from union budget 2020.
* Sourced an industry story opportunity from Navbharat Times. The story focused on what real estate is expecting from union budget 2020.
* 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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| **AlphaCorp Print** | | | | | | |
| **S No.** | **Activity/Event** | **Date** | **Clip Title** | **Media Name** | **Page No.** | **Language** |
|  | Area Watch Story | 11th January 2020 | Noida-Greater Noida Luxury Market Revives | The Times of India  (Times Property) | 03 | English |
|  | Industry Story on Pre Budget | 25th January 2020 | केंद्रीय बजट को लेकर कारोबार जगत ने लगाई उम्मीदें | Punjab Kesari | 05 | Hindi |
|  | Industry Story on Pre Budget | 26th January 2020 | आयकर में होमलोन के ब्याज पर 100 फीसदी तक छूट मिले | Hindustan | 04 | Hindi |
|  | Industry Story on Pre Budget | 31st January 2020 | आज पेश होगा रेलवे और आम बजट, गुड़गाँव के लोगों को राहत की उम्मीद | Navbharat Times | 03 | Hindi |
|  | Industry Story | 10th Jan 2020 | स्मार्ट मेरठ में सड़क, पार्क और स्कूल सभी होंगे स्मार्ट | Dainik Jagran | 01 | Hindi |
|  | Industry Story | 8th Jan 2020 | अब मेरठ से करनाल तक दौड़ेगी रैपिड रेल | Hindustan | 05 | Hindi |

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| **Online** | | | | | |
| **S No.** | **Activity/Event** | **Date** | **Clip Title** | **Media Name** | **Links** |
| 1 | Industry Story on Pre Budget Expectations | 28th January 2020 | How to bring real estate back to its feet; financing, change of status sure shot cure | Financial Express | <https://www.financialexpress.com/budget/budget-2020-how-to-bring-real-estate-back-to-its-feet-financing-change-of-status-sure-shot-cure/1836431/> |
| 2 | Authored Article on Pre Budget Expectations | 31st January 2020 | The real estate industry hopes for favorable financial decisions in budget 2020 | Deccan Herald | <https://www.deccanherald.com/business/business-news/the-real-estate-industry-hopes-for-favorable-financial-decisions-in-budget-2020-800058.html> |
| 3 | Industry Story | 2ndJanuary**2020** | 2020 Looks Promising for New Gurugram Realty Market | The Property Times | <https://thepropertytimes.in/2020-looks-promising-for-new-gurugram-realty-market/> |
| 4 | Industry Story | 2nd January 2020 | 2020Appears Promising for Brand New Gurugram | DXPW Properties | <https://dwarkaexpresswayproperties.com/project-overview/2020-appears-promising-for-brand-new-gurgaon/> |
| 5 | Industry Story | 2nd January 2020 | 2020 Looks Promising for New Gurugram realty market | Malaysia Sun | <https://www.malaysiasun.com/news/263556519/2020-looks-promising-for-new-gurugram-realty-market> |
| 6 | Industry Story | 2nd January 2020 | 2020 Looks promising for New Gurugram realty market | Indian News Network | <https://www.indiannewsnetwork.net/news/2020-looks-promising-for-new-gurugram-realty-market20191230162629/> |
| 7 | Industry Story | 2nd January 2020 | 2020 Looks promising for New Gurugram realty market | Up Today | <https://www.uptoday.news/news/2020-looks-promising-for-new-gurugram-realty-market20191230162629/> |
| 8 | Industry Story | 2nd January 2020 | 2020 Looks promising for New Gurugram realty market | Net India 123 | <https://www.netindia123.com/articles/showdetails.asp?id=3481686&amp;n_date=20191230&amp;cat=Business> |
| 9 | Industry Story on Pre Budget Expectations | 23rd January 2020 | Mr Santosh Agarwal, CFO, AlphaCorp shares his views on the expectation from the Budget 2020 | Business News this week | <http://businessnewsthisweek.com/business/mr-santosh-agarwal-cfo-alphacorp-shares-his-views-on-the-expectation-from-the-budget-2020/> |
| 10 | Industry Story on Pre Budget Expectations | 23rd January 2020 | We hope for announcements in Union Budget 2020 | City Air News | <https://www.cityairnews.com/content/we-hope-for-announcements-in-union-budget-2020> |

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| **Total Coverage** | |
| **Print** | **06** |
| **Online** | **10** |
| **Total** | **16** |