



ALPHA⁺CORP



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

AlphaCorp Print						
S No.	Activity/Event	Date	Clip Title	Media Name	Page No.	Language
1.	Area Watch Story	11 th January 2020	Noida-Greater Noida Luxury Market Revives	The Times of India (Times Property)	03	English
2.	Industry Story on Pre Budget	25 th January 2020	केंद्रीय बजट को लेकर कारोबार जगत ने लगाई उम्मीदें	Punjab Kesari	05	Hindi
3.	Industry Story on Pre Budget	26 th January 2020	आयकर में होमलोन के ब्याज पर 100 फीसदी तक छूट मिले	Hindustan	04	Hindi
4.	Industry Story on Pre Budget	31 st January 2020	आज पेश होगा रेलवे और आम बजट, गुड़गाँव के लोगों को राहत की उम्मीद	Navbharat Times	03	Hindi
5.	Industry Story	10 th Jan 2020	स्मार्ट मेरठ में सड़क, पार्क और स्कूल सभी होंगे स्मार्ट	Dainik Jagran	01	Hindi
6.	Industry Story	8th Jan 2020	अब मेरठ से करनाल तक दौड़ेगी रैपिड रेल	Hindustan	05	Hindi

Online					
S No.	Activity/Event	Date	Clip Title	Media Name	Links
1	Industry Story on Pre Budget Expectations	28 th 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	31 st 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	2 nd January 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	2 nd January 2020	2020 Appears Promising for Brand New Gurugram	DXPW Properties	https://dwarkaexpresswayproperties.com/project-overview/2020-appears-promising-for-brand-new-gurgaon/
5	Industry Story	2 nd 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	2 nd 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	2 nd 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	2 nd January 2020	2020 Looks promising for New Gurugram realty market	Net India 123	https://www.netindia123.com/articles/showdetails.asp?id=3481686&n_date=20191230&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

Total Coverage	
Print	06
Online	10
Total	16