

Indian Television

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['India Property Insider' debuts in UAE, ties-up with GN Media to target Indian Diaspora](#)

Young Media, a renowned Media and Publishing House, attempts to reach the Indian community in UAE with the launch of its ambitious magloid named 'India Property Insider' in association with Gulf News daily. The objective of this magloid - magazine in a tabloid format - is to inform NRI audience in the UAE with 'need to know' and 'nice to know' facts about the real estate sector in India. Being informative, motivating and illustrative at the same time, this magloid attempts to satisfy both the emotional and rational reasoning of NRIs who wish to own a house in their mother land.

Young Media founder and director Wilfred Fernandes stated, "There has been a long pending need felt among the NRI community based in the Gulf of a vehicle that offers regular updates and advisories on the Indian real estate sector that is customised for the NRI community. We felt that India Property Insider will be the perfect vehicle for NRIs empowering them to take informed decisions whilst investing in real estate in India."

Young Media has tied up with Gulf News for direct distribution of the magloid which will be available free for readers of Gulf News daily. Having sizeable proportion of Indian community in UAE, in cities like New Dubai, Jumeirah, Ghusais, Karama, Bur Dubai, New Deira, Sharjah and Abu Dhabi, 'India Property Insider' promises a good reach in these cities and facilitate sales for Indian real estate developers from the NRI customer segment on a sustained basis.

Furthermore, speaking on this enterprising launch, Sanjay Malik, group circulation manager of GN Media said, "Indians by their very nature are hard working and have a propensity to save and this holds especially true for Indians living in the Gulf. Also, being away from home there is a certain desire to save money and invest or create an asset which will appreciate over the years. Real estate is the only asset that gives maximum appreciation value and also offers them a chance of owning a home and being rooted to their motherland."

With rich content and conversational presentation style, 'India Property Insider' would empower the NRIs in UAE to easily navigate through the Indian real estate sector, motivate them to invest in realty in India and actively enable decision-making in terms of property purchase.