

## AN EVANGELIST IN MUMBAI'S REDEVELOPMENT PROCESS

**M**umbai Makeover, the reader empowerment initiative which was launched in the last week of October 2012 is steadily spreading its wings and in a phase-wise manner engulfing the entire length and breadth of the metropolis. Mumbai Makeover leverages the Times of India's pole position in terms of reach combined with the credibility and influencing power of its editorial, to showcase the positives of redevelopment as a concept and to address the knowledge-gap in terms of the all-important what, why, who and how involved within the process - core objective being to create an environment of acceptability for the redevelopment process in Mumbai.

Jointly inked by Times Property and YOUNG Media, Mumbai Makeover is a monthly product distributed along with The Times of India, Mumbai. Within just two months of its launch, the reach of this broadsheet premium newsprint product has already extended to 3 key micro-markets - Bandra Khar, Andheri (W) and Chembur Ghatkopar - all 3 areas being high-propensity zones which are already seeing a flurry of redevelopment projects. The 20th December 2012 edition would also bring in Santa Cruz -Juhu -Vile Parle as the 4th micro-market for Mumbai Makeover. Going forward, through its micro-market split runs Mumbai Makeover would extend to the whole of Mumbai.

### **MUMBAI MAKEOVER - LOCAL FLAVOR, GLOBAL TOPPING, CUSTOMIZED OFFERING**

Mumbai Makeover has a rich and unique editorial mix of generic as well as specific local topics. Also, the editorial outline ensures a fine balance between the 'need to know' kind of information/facts about redevelopment and 'nice to know' aspirational articles/case studies based on international success stories or expert views on redevelopment. The product being micro-market specific, has the distinct advantage of allowing key constituents who would be operating in specific zones to opt for areas of their choice in terms of associating with this initiative.

The initiative, though just 2 issues young, has already created an impact with readers as well as associates and is already being accepted as a much-needed catalyst to facilitate the inevitable makeover of Mumbai.

### **MUMBAI MAKEOVER HAS IMPACTED END-CONSUMERS (RESIDENTS) AS WELL AS ENABLERS (REAL ESTATE DEVELOPERS)**

Sanjay Hede, a reader from the Western suburbs terms MUMBAI MAKEOVER as 'an excellent initiative' on Redevelopment. "I am a resident of TPS VI in Santacruz (W) since last 35 years. The process of Redevelopment of our society has been initiated and 20-odd societies in TPS VI are more than 40 years old - so, they need to be redeveloped. Our location has certain grey areas - something where I am sure, Mumbai Makeover will fill the knowledge gap."

Ashit Thaker, an active member of the managing committee of a society, explains that "Redevelopment is a win-win situation for the stake-holders but there are many flaws and there need to be changes in law, rules, procedure, the rights and duties of both the residents and the developers," he said.

"As initiatives go, this one gives the consumers a great platform to understand the nuances of redevelopment and in many ways reinforces the concept to societies that have been contemplating the idea which allows them to get the best of lifestyle living without a change in neighbourhood," was the reaction of Vivek Mohanani, JMD, Ekta WORLD. "MUMBAI MAKEOVER has the potential to 'further enrich' the perspective of the readers and allows them a better understanding of the process," he added.

Mumbai Makeover, is an important step towards enabling the understanding of the redevelopment process for the members of societies who are planning to go in for redevelopment of their buildings as a means to enhance their lifestyle, said Sunny Bijlani, Director, Supreme Universal. "Various issues related to redevelopment are explained in an uncomplicated manner so that readers can understand the process and the critical points to be focused on. This initiative has created a platform for a meaningful dialogue between experts and societies which will benefit residents in expediting their process for redevelopment."

*We would like our readers to be an active part of the editorial process: share feedback, write in to Jhumur Ghosh at*

*jhumur.ghosh@timesgroup.com with ideas, story leads, etc.*

*For advertising and marketing details, write in to the marketing team at mumbaimakeover@indiatimes.com*