



GOLDEN BRICK AWARDS — 2019 —

12th Sep, 2019
Hotel Marriott
Al Jaddaf, Dubai

Most Prestigious
International Awards for
Indian Real Estate & Infrastructure

GOLDEN BRICK AWARDS

Phoenix Expovent in association with World Wide Federation for International Real Estate Investors proudly announces an Initiative to Acknowledge and Appreciate the Contribution of Indian Developers, Construction companies, Designers, Architecture and Real Estate Professionals to the Indian real estate & infrastructure Industry by holding an Exclusive Award Show, the Golden Brick Awards 2019.

The Aim is to Celebrate the Highest Levels of Achievement of Companies operating in all the sectors of Indian Infrastructure Industry.

These Awards are going to be a world renowned mark of Excellence for the Infrastructure Industry.

AN IDEAL PLATFORM

Share/ Showcase Success: The Awards enable groups, professionals & organizations to share and showcase successful experiences and initiatives so that best practices can be adopted and/or adapted to meet different business needs.

Honor & Acknowledge: The Awards honor industry professionals, bodies, groups and organizations for their outstanding contributions to Real Estate & Infrastructure Sector in India.

Global Recognition: The Awards confer a global recognition on the professionals, developers, designers & architects to bring out the best through sound and commendable business policies, along with unmatched contribution to the country's growth.

Insight & Depth: The Awards provide valuable insights and lessons on sound Real Estate and Infrastructure development practices, thus providing opportunities for all to further develop and improve industry and growth.

AN OPPORTUNITY

Celebrating Growth: A gesture to celebrate the emergence of the Indian Real Estate & Infrastructure Industry as a major contributor to economic growth of the country.

Acknowledging Success: To acknowledge and appreciate the efforts and contributions of the "Builders & Developers and Infrastructure Professionals" in evolving the country's infrastructure."

Recognizing Contributions: To Recognize Professionals & Companies who have envisioned and created marvels in the Real estate & Infrastructure industry.

Appreciating Efforts To create a platform to thank them and wish them the best for their future projects.

INDIA IS SHINING

There is a noticeable improvement in all the fields. While the industries are evolving, foreign reserves are at a record high.

The Indian Real Estate & Infrastructure market is expected to touch US\$ 180 billion by 2020. (source IBEF)

Construction is a core industry. It stands second to agriculture as a key growth segment of the Indian Economy accounting for nearly 8 - 9% of India's GDP.

In short, economically, everything seems to be growing tremendously.



THE GROWTH STORY

The real estate & Infrastructure market in India is on a high growth curve, settled on the back of a booming economy, favourable demographics and a liberalized FDI regime.

The size of the Real Estate & Infrastructure industry in India is \$12 billion, growing 30% annually.

The real estate & infrastructure sector helps other 250 ancillary industries as well.

With great demand for housing, commercial and industrial premises for a booming economy, it transformed into one of the most lucrative sectors in terms of investment and employment opportunities.

After agriculture, the infrastructure sector is the largest employment generator, ranking 3rd amongst 14 industries, India ranks 35th among 160 countries (according to LPI in 2018)

KEY HIGHLIGHTS



An International Platform:

The first ever Indian Real Estate & Infrastructure awards are getting organized outside India for the third time, specifically in a country like Dubai[UAE], which is known for its innovative and progressive approach towards Real Estate and Infrastructure across the Globe.

Media Coverage:

For the first time in the History of Electronic Media, an Award Ceremony will be Telecasted in more than 20 major Indian TV Channels on International beams. With Large Endorsement from Media Houses and Business Associations, Winners will definitely have a high PR/News coverage.



Penetration/Reach - Truly PAN INDIA:

Awards with such Pan Indian reach will engage the relevant industry not only from the major cities but from 2 & 3 Tier cities also at the Regional level. Expected number of applications for Nominations for various categories are 1000+

High Retention Value:

Earning these International Awards will have a high retention value, great mileage for the winners, which can be encashed for better credibility and business promotion. PR/News coverage.



Networking Opportunity

Avail the unparalleled networking opportunities with industry leaders, including leading professionals from top real estate & infrastructure companies. Explore Innovative ideas from the people bringing a change in our industry.

KEY DRIVERS

- Publicly recognize the highest level of achievements of real estate & Infrastructure profession
- Support improved business strategy & development in real estate & infrastructure practice
- Endorse your company's expertise and professionalism
- Provide a benchmark for the best practice within the real estate & infrastructure industry
- Continuously Improve and raise industry standards
- Reinforce the value of the Real Estate & Infrastructure industry
- Reinforce consumer confidence in the real estate & infrastructure industry

AN UNMATCHED OPPORTUNITY



Demonstrate:

The critical role of Real Estate Developers, Builders, Architects, Designers & Associated Professionals companies to the countrys infrastructural growth and excellence.

Learn, Share & Nurture:

Good business practices and ideas that add value and enhance productivity.



Showcase:

Successful Real Estate & Infrastructure developments, programs & initiatives, organizations and professionals.

Raise the Standard:

Of Industry practices and management - critical for determining India's economic progress, development and overall standard of the infrastructure in India.



Meet the Objectives:

Of increasing and enhancing Indias talents through the creation of a vibrant Real Estate Development and Infrastructure Industry.

Create:

An impressive networking platform for the Indian Real Estate ,Architects, Designers & Construction companies Developers Community to uncover them internationally.



PARTICIPATION CHARGES

Nomination/Applicatio Fee:

- A fee of Rs. 28,000 + GST is applicable for every award category which is applied for, by the applicant. If an applicant is applying for more than 1 award, the applicable fee will be proportionate to the number of awards applied.

Delegation Fee:

- A delegation fee of Rs. 20,000 + GST is applicable to every individual attending the Award function scheduled at Hotel Marriott - Al Jaddaf, DUBAI.
- This fee includes the entry to attend all day function along with the Gala Dinner as mentioned in the schedule.
- A maximum of 6 delegates per company is allowed to attend the Award Ceremony.
- The company is requested to share the profile of the delegate(s) and fill the attached delegation form. The organizer reserves the right to restrict a delegates entry for the award function and refuse the application for delegation.

MARRIOTT - AL JADDAF, DUBAI - THE VENUE



MARRIOTT
AL JADDAF, DUBAI



The hotel experience of a lifetime awaits you here in Dubai, UAE. New, gorgeously designed and perfectly located, the Marriott Hotel Al Jaddaf, Dubai welcomes business and leisure travellers with 5-star service and an abundance of thoughtful amenities.

Known as the Golden Property of Marriott, it is the most preferred venue for hosting The Golden Brick Awards.

AWARD FUNCTION SCHEDULE

REGIONAL AWARDS:

Chief Guest Arrival	6:00 pm to 6:15 pm
Panel Discussion	6:15 pm to 6:45 pm
Tea Break	6:45 pm to 7:00 pm
Sponsors Spots	7:00 pm to 7:15 pm
Panel Discussion	7:15 pm to 7:45 pm
Awards Felicitation	7:45 pm to 8:15 pm

NATIONAL AWARDS

Panel Discussion	8:15 pm to 8:45 pm
Sponsors Spots	8:45 pm to 9:00 pm
Awards Felicitation	9:00 pm to 9:30 pm
Networking Dinner	9:30 pm to 11:00 pm

**GOLDEN
BRICK
AWARDS**

12TH SEPTEMBER 2019

SHOW PARTNER & ASSOCIATES

Show Producer



Show Host



TV Show Producer



Show Agency - Dubai



Research Partner



Show Production



SHOW TELECAST ON



*Branded content of 30 mins to be purchased and scheduled on respective international beams of the mentioned channels
 *Planned media is tentative & is subject to change. Final Schedule will be addressed by 1st September 2019.

DIGITAL & PR COVERAGE

- Massive PR Activities targeting 1000+ Press, Media & Professionals across the globe
- Intensive Digital & Social Media Promotion across all platforms
- Post Award Feature by Associate & Partner Publications, and Digital Media

GOLDEN BRICK AWARD COFFEE TABLE BOOK

- An Exclusive Coffee Table Book will be published post event featuring the Award Winners, Show Partners & Associates and the making of the award.
- These will be delivered to the key identified professionals and the head of companies

AWARD PROCESS

WHY PARTICIPATE?

The Golden Brick Awards is a unique opportunity for entrants to highlight their project(s) and gain huge exposure through the World Wide Press Releases, Media Coverage and many more communication tools.

1: After the Jury Meeting:

- Press Release announcement for the Finalists, will be sent to over 1,000 Journalists
- Press coverage in Our Industry & Global Media Partners
- Dedicated pages in our Preview Online Magazine will be sent to our entire Database
- Newsletter Announcement for the list of Finalists, will be sent to our entire Database
- Nomination will be Announced on Golden Brick Awards Website, Facebook page, Twitter & Social Media Blog Posts for the Reference
- Peoples' Choice Award online platform for Voting will be open to the public

2: During the Event Ceremony:

- Display of shortlisted Finalist on Various Branding & Publicity Mediums
- Distribution of Newsletters Detailing each Finalist as per their Categories
- Announcement by Anchors as per Shortlisting
- Felicitation of Awards to Winners by Prominent Guests
- Winners on screen and in the spotlight during the Awards Ceremony
- Acknowledgement Certificates to all Delegates/Winners

3: After the Event:

- Featuring the winners in Golden Brick Awards' Official Coffee Table Book
- Featuring the winners on more than 20 International TV Channels
- Bites of winners on various TV Channels and Social Media Platforms
- Show Telecast Footage will be available to Download from Golden Brick Awards' Official Website and YouTube links
- Press release announcement for the Winners, will be sent to over 1,000 Journalists
- Dedicated pages in our Review News Letter will be sent to our entire Industry Data base
- Press coverage from Media Partners and Associates
- Tags of Winners on Golden Brick Awards' Official Website, Facebook page, Twitter & MIPIM World Blog

AWARD PROCESS

HOW TO PARTICIPATE?

Step 1: Select your Category

You can enter as many Projects as you wish in all the categories and one entry can be in more than one category as long as it meets all the eligibility requirements. Separate Submissions should be sent.

Step 2: Entry Form & Payment

You are requested to fill the attached Application Form and submit the required documents & materials along with the entry fee of Rs. 28000 [plus GST]

Entry deadline: 27th Aug. 2019

Step 3: Jury Meeting

A jury comprised of high-profile real estate experts will meet in September 2019 to shortlist four finalists in each category.

The jury will also select the winner of the Special Jury Award, the jury's favourite project!

Step 4: Personalized Representation

Every shortlisted finalist from each Category, will be given an Opportunity to make a Personalized Representation to Endorse their Nomination. After this Representation, the Final Two Shortlisted Nominees will be informed and invited for the Award Ceremony.

Step 5: Awards Ceremony

The Category winners as well as the Special Jury Award Winner will be revealed at the prestigious Golden Brick Awards Ceremony to be held in Dubai [UAE].

JUDGING PARAMETERS

As per the various Awards Categories and Scope, the assessment of the applications will be done by following bodies & jury:

- Popularity & Feedback by Consumers collected by Associate Research Agency
- Popularity & Feedback by Industry Peers and Professionals collected via Telecom, Personalised and Digital Media Interactions
- Popularity & Feedback by Allied Industry via feedback forms, online & offline
- Research Mythology Based Assessment by Associated Audit Agency
- Assessment by Distinguished Jury Members from Different Fields
- Assessment by Jury appointed by WFIRI
- Management of Golden Brick Awards

JUDGING CRITERIA

The Judging Criteria differs by Category, but the Emphasis is on the Overall Quality of the Entry and Projects; the Merits of Innovation, Decisiveness, Integrity, Strategic Vision, Commercial Viability, Benefit to Community and Industry Growth.

The Judging Criteria Ensures that all Companies, Regardless of Size, Strength, Magnitude & Experience, Domain or Innovation type can Clearly Communicate, Affirm and Support their Nomination.

These Evaluation Criteria were Established to be Relevant, Comprehensive, Well Aligned with the Ever-Evolving definition of "Innovation," Transparent for Nominees and clearly defined for our voting bodies through Various Platforms.

There are no Precise Objective Metrics that Unambiguously Define how Companies and concepts Rank for each Evaluation Criteria. We have Developed the Evaluation Criteria and a Corresponding set of Assessment Tools and Scales that we believe allow for a Fair, Honest and Equitable Assessment of each entry. All entries will be judged on the following Golden Brick Awards Criteria:

Criteria 1: Concept

Opportunity, Conception, Method & Development

In the true spirit of Awards, we are looking for Innovations that not only addresses a need and solves a problem but also seizes an Opportunity and creates a new market or industry and we are interested to evaluate the Overall Method, Development of the Concept and Opportunity. We would like to understand how Discovery, Collaboration, Iteration, Prototyping etc. contributed to the Conception and Development of the Innovation as it progressed from Genesis to Design and Implementation.

Criteria 2: Value

Need, Desire, Differentiation, Advantage & Cost

For the Award Criteria of Assessment, Value is a Primary Driver for the Innovations. We would like to understand how the Innovation satisfies an existing Need or Desire of the Developer, Customer, Investor and Industry. We are seeking evidence for how the offering is different and whether it has Distinct, Game Changing Advantages over any alternatives. We also want to review the unique value proposition, the relationship between its cost & benefits, Economic Desirability and ROI with fair Business Practice.

JUDGING CRITERIA

Criteria 3: Delivery

Commitment, Engagement, Availability, Achievement

Winners will not only be accomplished Innovators but also great communicators, Marketers and Masters of Delivery. We would like to understand how the Project Quality, Company Ethics, Vision, Innovation and Execution Strategies are Enforced and Delivered in Clear and Compelling ways. We are looking for Interesting Industry Examples & Landmarks, of how consumers have been Engaged & Benefited and how the offering has been Delivered and availed to the Marketplace, contributing to the Development of Industry and Area. Finally, we are interested in how the Value Proposition of the Offering & Delivery is being Achieved, Fulfilled and Validated in the Competitive Marketplace.

Criteria 4: Impact

Sustainability, Social Responsibility, Industry Development, Contribution & Efforts Potential

Organizers Devoutly believe that Real Innovation not only Demonstrates Commercial Success of the Project but also Sustains Sensitivity to Broader Implications. We would like to understand the immediate and long-term Impact that the Innovation and planning has on the Development of Respective Area, Industry, Sentiments of Market and Customers, Environment and the Society as a whole. We are also interested in how the offering may establish a Vision or be the basis of a larger System or Platform of Innovations and how it might be an Inspiration for the future Innovators, especially forming parameters, examples and guidelines for upcoming developers and projects across the Infrastructure Fraternity and Industry.

Further Details of Criteria are available on the official Website of Awards:
www.thegoldenbrickawards.com

***“Winners were not Born Winners
they Learned and Practiced
How to Win and they got it!”***



Phoenix Expovent

S-1, 3rd Floor, Arjun Nagar, Safdarjung Enclave Extension, New Delhi, India - 110029

www.phoenixexpovent.com

+91 9811004933 | +91 8373929895 (India)

+151 039 69140 (USA)