

A hand holding a golden award plaque with a city skyline in the background. The hand is black and holds a golden rectangular plaque with a white border. The plaque contains the text "GOLDEN BRICK AWARDS 2024". The background is a night city skyline with illuminated buildings.

5th EDITION OF GOLDEN BRICK AWARDS — 2024 —

29 June, 2024
DUBAI, UAE

The Most prestigious Indian
Real Estate & Infrastructure
Awards at International Platform

INDIA'S FIRST EVER INTERNATIONAL REAL ESTATE AWARDS, PROPOSING
BIGGEST HONOUR

AN ATTEMPT TO ACKNOWLEDGE, APPRECIATE & HONOUR THE CONTRIBUTION OF REAL
ESTATE DEVELOPERS, BUILDERS, PROFESSIONALS & AGENCIES FROM PAN INDIA

GOLDEN BRICK AWARDS

Phoenix Expovent, in association with World Wide Federation for International Real Estate Investors, heartily announces an initiative to acknowledge and appreciate the contribution of Indian builders, developers, construction companies, architects, designers and professionals to the Indian Real Estate industry through an exclusive award show, **The Golden Brick Awards**.

With these prestigious awards, we strive to celebrate the momentous achievements of individuals and companies operating across the length and breadth of the Infrastructure & Real Estate Industry.

The awards are a world renowned token of the commemoration of excellence and legacy in the industry.

AN IDEAL PLATFORM

Share/ Showcase Success: The Awards enable groups, professionals and organizations to showcase their successful ventures and initiatives so that the best practices can be adopted to ace the ever dynamic business landscape.

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

Global Recognition: The Awards grant a global recognition to the professionals and developers by drawing attention to their laudable business policies, along with their substantial contribution to the country's growth.

Insight & Depth: The Awards throw light upon valuable insights on reliable Real Estate and Infrastructure development practices, thus providing opportunities for further improvements and development.

INDIA IS SHINING INDIA IS SHINING - THE GROWTH STORY

The Indian Real Estate & Infrastructure industry is on a rising growth curve, riding on the back of a booming economy, favorable demographics and a liberalized FDI regime.

With the economy's resurgence from the perils of Covid 19, industries are doing better, foreign reserves are shooting up, touching a record high of \$600 billion in December 2023, leading to an increase in the employment opportunities. The development story line is that every industry is registering tremendous growth.

Construction Is A Core Industry:

Construction is one of the predominant industries contributing to the development of the economy. The industry is emerging as one of the key growth sectors in the economy, registering a double-digit growth rate of nearly 10.7% in FY 2023-24. The construction industry in India expanded by 9.6% in real terms in 2023, owing to the government's continued focus on infrastructure development, coupled with the ongoing housing boom in the country, amid rising household incomes, a severe housing shortage in big cities, and strong population growth.

The Market Size:

The Real Estate Industry in India Market size is estimated at USD 0.33 trillion in 2024, and is expected to reach USD 1.04 trillion by 2029, growing at a CAGR of 25.60%.

Inflows into the Indian Real Estate sector soared to an impressive \$5.1 billion in 2023, with land acquisitions accounting for a staggering 40 percent of this surge. Domestic developers took the lead, capturing 42 % of overall investments, while international investment funds adopted a cautious approach.

KEY HIGHLIGHTS



An International Platform:

This is the first time ever that Indian Real Estate Awards are envisioned to have been organized outside India, especially in a country like Dubai [UAE], which is a world leader for its favorable and progressive approach towards Real Estate and Infrastructure.

Media Coverage:

First time in the history of electronic media, an Award ceremony will be telecast on more than 20 major Indian TV Channels, making it one with maximum endorsement from media houses and business associations. Winners will definitely have a high PR/news coverage.



Penetration/Reach - Truly PAN INDIA:

The awards command a pan-India reach, engaging the developers not only from the major but also from tier 2 & 3 cities. The expected number of applications for nominations for various categories is over 1000, which speaks volumes about the coverage.

High Retention Value:

These International Awards esteem a high retention value and earn great mileage for the winners, which can be encashed for credibility and business promotion.



Networking Opportunity

Unparalleled networking opportunities with industry leaders, including leading professionals from top real estate companies, allow for exploration of innovative ideas from the people driving change in our industry.

KEY TAKEAWAYS

- Publicly recognize the highest levels of achievements of the Real Estate Industry.
- Support improved business strategy & development in Real Estate practice.
- Endorse your Company's expertise and professionalism.
- Establish a benchmark for exemplary practices within the Real Estate Industry.
- Continuously improve and raise Industry Standards.
- Reinforce the value of the Real Estate Industry.
- Reinforce consumer confidence in the Real Estate Industry.

AN UNMATCHED OPPORTUNITY



Acknowledge:

The Critical Role Of Real Estate Developers, Builders, Architects, Designers and Associated Professionals In The Country's 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 and management practices critical for determining India's economic progress, development and overall standard of the infrastructure.



Meet the Objectives:

Of increasing and enhancing India's expertise through creation of a passionate real estate development and infrastructure community.

Create:

An impressive networking platform for the Indian real estate builders, developers & professional communities to affirm themselves internationally.



PARTICIPATION CHARGES

Nomination/Application Fee:

A fee of Rs. 35,000 + 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. 25,000 + 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 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 delegate's entry for the award function and refuse the application for delegation.

MARRIOTT - AL JADDAF, DUBAI - THE VENUE



Marriot
AL JADDAF, DUBAI



The hotel experience of a lifetime awaits you here in Dubai, UAE. New, luxuriously designed, with 5-star hospitality, and strategically located, the hotel is famously called the 'Golden Property of Marriott', which makes it the most coveted and 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
— 2024 —**



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.

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

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, X & 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. 35,000 [plus GST]

Entry deadline: 15th June, 2024

Step 3: Jury Meeting

A jury of high-profile real estate experts will meet in June 2024 to shortlist four finalists in each category.

The jury will also select the winner of the Special Jury Award, the jury's favorite 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

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