

THE TIMES OF INDIA Presents:

PROPERTY GRAND EXPO

SHOWCASING REAL ESTATE IN UAE

دائرة الأراضي والأموال
Land Department



مجلس إدارة العقارات
Government of Sharjah
Real Estate Regulation Department



OFFICIALLY SUPPORTED BY

Department of Land & Real Estate Regulation
دائرة الأراضي والأموال

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VENUE : October 31st and November 01st, 2026 - JRC Conventions & Trade Fairs Hyderabad - INDIA

Exclusive convention participation is limited to registered delegates and invited guests.

Why HYDERABAD

Global tech & Economic Giant

- Hyderabad is home to Google, Microsoft, Amazon, Meta, Apple, Deloitte, and 1500+ IT companies.
- The city's IT exports crossed ₹2.4 lakh crore, showing strong income levels and global exposure.
- Telangana has over 1.2 million NRIs, many of whom are from Hyderabad.

Fast-Growing Wealth Hub

One of India's fastest-growing metros Strong IT, Pharma, Startup & MNC ecosystem. High-income professionals & entrepreneurs.

Hyderabad as a South India Hub

Central access to Telangana, Andhra Pradesh & Karnataka Major regional investor hub

Power of Physical Investor Events

Builds trust for international investments, Face-to-face interaction drives faster decisions



HYDERABAD IS NOT JUST A VENUE IT'S A
HIGH-POTENTIAL INVESTMENT MARKET.

HYDERABAD STANDS OUT AS A
FAST-GROWING WEALTH AND NRI-DRIVEN CITY

INDIANS CONSISTENTLY ACCOUNT
FOR 20-22% OF ALL FOREIGN
REAL-ESTATE TRANSACTIONS IN DUBAI.

Strategic partner **HYDERABAD 2026.**

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This will serve as a stage for DLD to present the current market performance, Dubai's initiatives to support doing business in Dubai, Dubai's resilience, and productive meetings with industry leaders in Hyderabad.

The event features multiple panel discussions and presentations in the agenda, and seniors from Dubai, Sharjah, and Ajman authorities will have the opportunity to speak and showcase UAE initiatives.

UAE - OFFICIALLY APPROVED & SUPPORTED BY:

Government Speeches Directly Address Buyer Concerns

PROJECTS GOVERNMENT-VERIFIED

AN OFFICIAL PLATFORM INSTEAD OF
BROKER EXPO,

THE UAE STANDS BEHIND ITS
DEVELOPERS

OWNERSHIP LAWS

FREEHOLD VS LEASEHOLD

INVESTOR PROTECTION

ESCROW ACCOUNTS

PROJECT APPROVALS

RESIDENCY PATHWAYS

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Core PARTNERSHIP



THE TIMES OF INDIA

Proven Real Estate Event Experts in Hyderabad

5th Times Property Expo 2025 (Sept 20-21, Sandhya Convention Centre)
25+ developers, 125+ projects, massive turnout,
ministers as chief guests.

Times Ultraluxe Hyderabad 2025 (June 27-28, Novotel HICC):
500+ CXOs, 20 top developers, luxury showcase with panels on
premium investments

Massive HNI Reach

India's #1 English daily with 2.7M print + 200M digital users monthly.
Strong Hyderabad penetration among IT professionals, CXOs, HNIs.

Guaranteed Footfall & Conversions

Property Expos draw thousands of qualified buyers/investors.
Direct developer-buyer interactions, on-site bookings, verified leads.

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Powered by Global Edge Advertisement LLC

With over 16 years of industry experience, Global Edge Advertisement LLC is a trusted UAE media and advertising agency, working closely with Dubai's leading real estate developers to deliver high-impact marketing and media plan.

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360° Promotional Campaign



PRINT MEDIA

Half-page advertisement in The Times of India – Hyderabad Edition

Half-page advertisement in Hyderabad Times

400 sq cm display advertisement in TOI Hyderabad Edition



INFLUENCER MARKETING

Collaboration with leading Real Estate Influencers

Lifestyle Influencers for premium audience reach

NRI Influencers targeting global investor community



SOCIAL MEDIA

5 Million+ impressions across Instagram, Facebook & LinkedIn

Targeted digital campaigns for investor engagement

Strong brand visibility across key demographics



OUTDOOR ADVERTISING

Prime location hoardings across Hyderabad city

High-traffic visibility for maximum brand exposure

Strategic placement in premium business zones



DIRECT OUTREACH

Exclusive invitations to High-Net-Worth Individuals (HNI) in Hyderabad

Engagement through elite clubs, business associations & investor groups

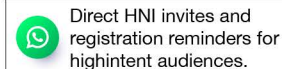
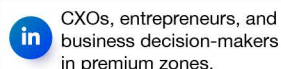
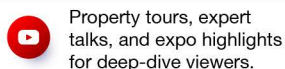
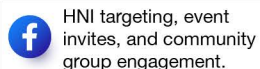
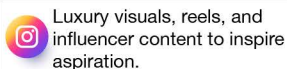
Personalized outreach to qualified real estate investors

Social Media CAMPAIGN PLAN

A precision-targeted, multi-platform strategy to drive registrations and footfall for the Exclusive UAE Property Expo in Hyderabad — built for HNIs, CXOs, and entrepreneurs.

Platforms & Strategic Roles

Each channel serves a distinct purpose in the HNI journey — from discovery to decision



Awareness: Build the Buzz

Introduce the expo and position UAE real estate as a key 2026 investment for Hyderabad's elite.



SHORT REELS

30–15 sec videos: "Why Dubai Real Estate in 2026"



CAROUSEL POSTS

5 Reasons to Invest in UAE Property



INFLUENCER TEASERS

Coming to Hyderabad: Exclusive UAE Property Expo



VALUE CONTENT

Golden Visa benefits, ROI potential, and tax-free income highlights.

Consideration: Educate & Build Trust

Shift from awareness to intent. Educate prospects, establish credibility, and drive registrations through high-value content and targeted lead-gen ads.

PROPERTY WALKTHROUGH VIDEOS

Villas and waterfront homes — immersive, aspirational tours

BUYER TESTIMONIALS

Real stories from past Dubai property buyers — social proof at its strongest.

EXPERT INTERVIEWS

Legal, financial, and residency advice from trusted UAE specialists.

LEAD-GEN PAID ADS

Facebook and Instagram forms to capture high-intent registrations.

Conversion: Drive Last-Minute Registrations



COUNTDOWN CONTENT

"Last 7 Days to Register" posts and "Only 48 Hours Left" reels to trigger urgency.



LIVE Q&A

"Invest in Dubai from Hyderabad" — real-time engagement with experts.



WHATSAPP BLASTS

Personalised reminders to registered users — high open rates, high conversions.



DAY-OF POSTS

"Expo is LIVE — register at venue" — real-time social proof and footfall driver.

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Influencer CAMPAIGN



VARUN REALTORS
70000 RealEstate



ALTAF HUSSAIN
176,000 RealEstate



RESIDE REALTY
26,800 RealEstate



SYED ABDUL
107,000 RealEstate



LAXMI REDDY
104,000 Lifestyle



DEEPSHIKA
100,000 Lifestyle



KAINAAZ
213,000 Lifestyle



HASINI YELLAREDDY
128,000 Lifestyle



NAYANI PAVANI
910,000 Lifestyle



GEETHIKA
113,000 Hyderabad
NRI- Dubai



KINZA
27,000 Hyderabad
NRI- Dubai



SONAM PIRANI
124,000 Hyderabad
NRI- Dubai



SWATHIKA
199,000 Hyderabad
NRI- Dubai

DELIVERABLES PER INFLUENCER

Pre Event :

- 1 reels per influencer
- 2 Instagram Stories
- 1 youtubeShort
- (if they have YouTube Presence)

During Event:

- Live Stories-1st day of the event
- One onground Reel -walkthrough of key pavilions on 1st day of event and post the content on same day
- Usage Rights
- Permission for TOI to handles to repost/boost influencer videos

2 Influencers from each category (6 Influencers) : Real Estate, Lifestyle, and Hyderabad-based NRI community

Outdoor CAMPAIGN

High-Impact Visibility Across Hyderabad's Prime Locations

Prime Hoarding Locations & Specifications

CAMPAIGN DURATION

Pre-Event Visibility: 15–30 Days. Continuous high-frequency exposure across premium city zones



Financial District
Near Wipro Circle Rd. (FCG Area)
 Size: 15.7 ft × 12.7 ft
 Premium corporate & diplomatic zone visibility



Financial District
Near U.S. Consulate
ORR Corridor (FCG Area)
 Size: 38 ft × 12.7 ft
 High-speed highway traffic exposure



Hitech City – Near Inorbit Mall
Raheja & IKEA Zone (FCG Area)
 Size: 78.7 ft × 15.7 ft
 IT corridor premium randing hotspot



Jubilee Check Post Peddamma
Temple Station Corridor
 Size: 5 ft × 10 ft (5 units)
 Metro corridor high-footfall commuter visibility

Direct Invitation Campaign: EXPO PROMOTION

The Times of India (TOI) will conduct a targeted direct invitation campaign to reach high-value audiences across Hyderabad's most prominent residential communities, elite clubs, and dynamic networking platforms. This multi-channel outreach is designed to drive quality footfall and meaningful engagement at the expo by connecting with decision-makers, professionals, and community leaders who represent the city's most influential circles.

Resident Welfare Associations (RWAs)

TOI will directly invite residents of the following premium residential communities across Hyderabad's key corridors — from Nanakramguda and Kondapur to Manikonda, KPHB, and Nallagandla — ensuring broad geographic coverage and access to affluent, professionally active households.



PRESTIGE HIGH FIELDS
Nanakramguda



APARNA SERENE PARK
Kondapur



MY HOME AVATAR
Narsingi



SMR VINAY ICONIA
Kondapur



RAINBOW VISTAS
Moosapet



L&T SERENE COUNTY
Hyderabad



LANCO HILLS
Manikonda



LODHA BELLEZZA
KPHB



MY HOME BHOOJA
Hi-Tech City



APARNA SAROVAR
Nallagandla



FILM NAGAR
Hyderabad



HILL RIDGE SPRINGS
Hyderabad

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Elite CLUBS

TOI's outreach extends to Hyderabad's most prestigious social and professional clubs — venues that bring together business leaders, senior executives, diplomats, and influential personalities. Invitations to these members ensure access to a curated audience of high-net-worth individuals and community influencers.



THE QUORUM HYDERABAD

A premier business and social club connecting Hyderabad's corporate and entrepreneurial elite.



17° NORTH SECUNDERABAD CLUB

One of the city's oldest and most respected institutions, with a distinguished membership base.



THE NIZAM CLUB

Hyderabad's iconic heritage club, steeped in tradition and home to the city's most prominent families.



SAINIKPURI OFFICERS CLUB

A respected institution serving defense and civil service officers and their families.



HYDERABAD GOLF CLUB

A distinguished sporting and social hub attracting business leaders and professionals. Networking

Networking Platforms & SPECIALIZED HUBS

TOI will engage with Hyderabad's vibrant startup and professional networking ecosystem through targeted outreach to these communities, ensuring the expo reaches entrepreneurs, investors, innovators, and the broader startup ecosystem.

BIZCIVITAS

A dynamic professional networking community fostering meaningful connections among entrepreneurs, business owners, and corporate leaders across Hyderabad's growth corridors.

STARTUP GRIND HYDERABAD

Hyderabad's chapter of the world's largest independent startup community, connecting founders, investors, and innovators through events, mentorship, and global resources.

This targeted invitation strategy ensures the expo reaches a curated audience of residents, club members, and startup community participants — maximizing quality engagement and attendance from Hyderabad's most connected and influential circles.

INDIA - UAE REAL ESTATE FORUM

Live Hosting

A leading international media brand, hosts exclusive live coverage, ensuring strong visibility, credibility and connecting Indian buyers with UAE real estate.

UAE Property Investment Panel

A curated panel of top UAE real estate experts discusses high-growth opportunities and key market trends for Indian investors.

Keynote Address

A distinguished UAE industry/government leader shares insights on India-UAE investment ties, investor-friendly policies, and the future of UAE real estate.





EXHIBITION STAND PRICING

UNITS	STAND SIZE	SPACE - NET PRICE \$ 400 PER SQM	SHELL - NET PRICE \$ 450 PER SQM
10	9M x 9M	\$32400	N/A
5	8M x 7M	\$22400	N/A
4	7M x 6M	\$16800	\$18900
1	10M x 5M	\$20000	N/A
6	5M x 5M	\$10000	\$11250

SPONSORSHIP PACKAGE INCLUSIVE

BENEFITS	PLATINUM (1)	GOLD (2)	SILVER (3)
Price / Stall	USD 75,000	USD 60,000	USD 50,000
Stall Space	Premium Stall	Premium Stall	Premium Stall
Stall Size	9m x 9m	9m x 9m	8m x 7m
Logo Placement (Print & Digital)	✓ Included	✓ Included	* Digital Only
Logo on Outdoor Advertising	✓ Included	✓ Included	* Not Included
Influencer Promotion (Show Footer)	✓ Included	* Not Included	* Not Included
Project Presentation	15-minute presentation at conclave (1 sessions)	* Not Included	* Not Included
Access to Attendee Data	✓ Full access to invites & attendance	✓ Full access to invites & attendance	✓ Full access to invites & attendance
VIP Invitation	✓ Customized digital link provided	* Not Included	* Not Included
Promotional Video Display	✓ 15-sec video on digital screens	✓ 15-sec video on digital screens	✓ 10-sec video on digital screens

TERMS & CONDITIONS

1. TERMS

The expression "the Organisers" whenever mentioned herein shall mean times of India ad global edge advertising llc. The expression "the Exhibitor" whenever mentioned herein shall mean any company, from or person who has applied for and been allocated any space at the Exhibition.

2. APPLICATION FOR THE ALLOCATION OF SPACE

Completion of the application form will constitute acceptance by the Exhibitor of these rules and regulations. Every effort will be made to allocate the space applied for, however, in order to facilitate an orderly layout to the Exhibition, the Exhibitor agrees to accept and pay for such space as may be allocated to him provided that it shall not be more than 10% greater or less than the area applied for.

The area allocated shall be the full extent of display areas available to the Exhibitor. Should any dispute arise as to the allocation of space, the decision of the Organiser is final, except that where the space allocated is more than 10% greater, or less than, that for which originally applied.

In the event of an Exhibitor giving written notice at any time prior to the Exhibition of the intention not to take possession of such space allocated to him, or in the event of failure by the Exhibitor to take possession of such space by the day prior to the opening of the Exhibition. The Organiser may deal with such space as it in its absolute discretion thinks, fit, without being under any liability to refund or abate any charge due here under except as provided in section 3 below.

3. EMAIL ADVERTISING

(Clause applies when the exhibition space booking includes email advertising).

(3a) Artwork for any email broadcast to be supplied by the exhibiting company at least 72 hours prior to the agreed broadcast date.

(3b) Email sends will need to broadcast by the date stated – or by 31st December 2026 (latest).

(3c) Exhibiting company to use PIM data collection page in their artwork for the email send.

4. CANCELLATION OF THE ALLOCATION OF SPACE

The Organiser reserves the right to cancel or accept cancellation of the booking and to apply the following cancellation charges where an Exhibitor cancels or fails to make a payment on the due date.

Cancellation notice received:

Cancellation Terms –

90 day before event start date - refundable 75% of total booking invoiced value.

60 Days before event date - refundable 50% of total Booking Invoiced Value

Less than 60days prior to event - 100% non-refundable

Please note - Booth/ Package confirmation only against full payment as per terms.

In any event no deposit will be refundable. Any notice of cancellation must be forwarded by recorded delivery post.

5. PAYMENT

Payments - 50% Advance at the time of booking, immediate.

Balance 50% PDC dated 1st August 2026.

Exhibitors booking exhibition space less than 7 weeks before the exhibition opening date must pay 70% of the total booking cost upon submission of the booking form.

Exhibitors booking exhibition space less than 4 weeks before the exhibition opening date must pay 100% of the total booking cost immediately upon booking.

(5a) Exhibitors are required to adhere to the payment terms stated. In the event that an Exhibitor fails to adhere to payment terms, The Organisers retain the right to release the agreed stand position and relocate the Exhibitor to a stand of similar size within the show.

The company reserves the right to charge interest at a rate of 5% per month on any payment that has not been settled within the time specified and to invoice the client in advance in respect of any service to be provided by the company. Where any invoice is in dispute the company must be notified in writing within seven days of receipt of delivery of invoice.

6. EXHIBITOR REPRESENTATIVE

Each Exhibitor must name at least one person to be his representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorised to enter into such service contracts as may be necessary for which the Exhibitor may be responsible.

7. HOURS OF OPENING

The Exhibition will be open to visitors at advertised stated times each day, during which periods the Exhibitor undertakes to have his exhibits on display, in good order, adequately attended and not covered up. No Exhibitor shall have the right prior to the closing of the Exhibition to pack or remove articles on display without permission or the approval in writing by the Organiser.

8. STAND AND DISPLAY ARRANGEMENT

Exhibitors shall be so arranged as not to obstruct the general view, nor to hide the exhibits of others. Plans for specially built displays other than those constructed from the standard shell scheme must be submitted to the Organiser for approval before construction is ordered. Should any dispute arise as to the allocation of space, or as to the extent of any extra space deemed by the Organiser to be occupied by an Exhibitor beyond that allocated, the decision of the Organiser shall be final.

If in the opinion of the Organiser, the Exhibitors display extends beyond that area, the Organiser may at its sole discretion charge the Exhibitor for the extra space occupied at the prevailing rate. No display material exposing an unfinished surface to neighbouring stands will be permitted. The Organiser reserves the right to relocate the Exhibitor if it, in its absolute discretion, thinks it necessary in the best interest of the Exhibition.

9. REQUIREMENTS OF SUPERIOR AUTHORITIES

The Exhibitor shall at once comply with any requirements imposed on the Organiser by the proprietors or managers of the exhibition building or any municipal or other competent authority or written notice of such being to the Exhibitor by the Organisers.

All inflammable materials shall be fireproofed or otherwise processed against fire in accordance with the regulations for the time being in force and any statutory or local regulations or requirements to which the Exhibition may be subject the Organisers at least two weeks before the first day of build up, a list detailing the personnel who will be present on the stand, and the days on which each person is likely to be in attendance.

10. USE OF DISPLAY SPACE

Exhibitors agree not to assign or sublet any space allocated to them without written consent from the Organiser and not to display or advertise goods other than those manufactured or carried by them in the normal course of business. Sales by auction are prohibited, without the written permission of the Organisers.

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"We appreciate your time!
We look forward to your thoughts."



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