

COMMUNICATION STRATEGY - LAUNCH



**SUCCESS IN COMMUNICATION CAN BE VIEWED THROUGH TWO
LENSES — REACH AND RESONANCE.**

REACH TELLS YOU WHO HEARD YOU; RESONANCE TELLS YOU WHO
FELT YOU. A CAMPAIGN CAN GO VIRAL AND STILL BE FORGOTTEN —
RESONANCE ENSURES PEOPLE CARRY THE STORY FORWARD.

**CONSISTENCY IS KEY — BUILD THE BRAND, AND COMMUNICATION WILL
FOLLOW.**

STRATEGY

THE BRAND IS STRONG — DEEPEN NARRATIVE COHERENCE AS IT
MAKES HEADWAY IN INDIA.

AMPLIFY LEADERSHIP STORYTELLING.

ESTABLISH A CULTURALLY ROOTED VOICE FOR INDIA'S EXPANSION.

ANCHOR ALL COMMUNICATION IN THE JOY OF GIVING PHILOSOPHY.

IDEAS

HIGHLIGHT SUSTAINABILITY ACHIEVEMENTS.

LAUNCH CULTURAL RESIDENCIES FEATURING LOCAL CHEFS, ARTISTS, AND ARTISANS.

POSITION INDIA AS A KEY OPPORTUNITY THROUGH THEMES OF HERITAGE, SUSTAINABILITY, AND HEART.

CELEBRATE THE HUMAN FABRIC BEHIND THE BRAND - THE PEOPLE WHO BRING THE EXPERIENCE TO LIFE.

CORPORATE COMMUNICATION

KEY TALKING POINT: SUSTAINABILITY, JOY OF GIVING AS DUAL PILLARS,
INDIA FORWARD STRATEGY

I. INTERVIEW PLACEMENT – MR. SALIL PANIGRAHI

★ SUNDAY TIMES ★ HINDUSTAN TIMES ★ THE TELEGRAPH
★ BW BUSINESSWORLD ★ ECONOMIC TIMES ★ FORBES INDIA

II. TELEVISION FEATURE

★ CNBC TV18

PROPERTY-LEVEL VISIBILITY AND LAUNCH FEATURES

III. PROPERTY TOUR + INTERVIEWS

- ★ BUSINESS TRAVELLER
- ★ OUTLOOK TRAVELLER
- ★ CONDÉ NAST TRAVELLER
- ★ HOTELIER INDIA
- ★ INDIGO / AIR INDIA INFLIGHT
- ★ VOGUE / FEMINA / GRAZIA / HARPER'S BAZAAR / ELLE DECOR
- ★ NATGEO TRAVELLER
- ★ TIMES TRAVEL
- ★ ARCHITECTURAL DIGEST

IV. DIGITAL / SOCIAL / INFLUENCER INTEGRATION

- ★ ET HOSPITALITYWORLD / ET TRAVELWORLD
- ★ CONDÉ NAST TRAVELLER (DIGITAL)
- ★ CURLY TALES
- ★ SHENAZ TREASURYWALA
- ★ OTHER SELECT TRAVEL, FOOD AND LIFESTYLE INFLUENCERS
- ★ SELECT SUSTAINABILITY INFLUENCERS

V. EXCLUSIVE (3-MONTH WINDOW REQUIRED)

- ★ CONDÉ NAST TRAVELLER EXCLUSIVE PROPERTY TOUR AND FEATURE
- ★ GQ INDIA

VI. COLLABORATIONS

- ★ BRAND OR ACTOR PHOTOSHOOT AT THE PROPERTY
- ★ INVITE PAINTER / MUSICIAN / CURATOR FOR IMMERSIVE CREATION
- ★ THOUGHT-LEADERS SUCH AS SHOBHAA DÉ, VIKRAM DOCTOR
- ★ *EXCLUSIVE EVENT TIE-UP WITH **VOGUE INDIA** — TIMELESS HERITAGE MEETS
MODERN LUXURY*

VII. KOLKATA LAUNCH

- ★ CURATED MUSICAL EVENING WITH BICKRAM GHOSH
- ★ SELECT STARS, INFLUENCERS, AND HERITAGE GUESTS
- ★ INVITE-ONLY MEDIA PRESENCE AND PHOTOGRAPHY

CLOSING THOUGHT

THIS APPROACH BUILDS BOTH *REACH AND RESONANCE* –
THROUGH CONSISTENCY, EMOTION, AND CULTURAL GROUNDING –
ENSURING OZEN MANSION ISN'T JUST *LAUNCHED*, BUT *REMEMBERED*.

THANK YOU