

Handoff Brief — Sreyan by Elegans VRG

Prepared by RE-ALLY · June 2026 · Version 2 — Corrected

✓ Corrections from Shrikar applied — Brief is ready for execution

REVISION LOG

What changed in v2

- Villa sizes — now showing East (4,586 sft) and West (4,675 sft) separately
- Removed claim — "largest gated community"
- Removed claim — "rare triplex format"
- Removed revenue / ROI projections from brief (internal only)
- Quote price ■12,000/sft — applies to everyone, no expiry
- Closing floor — ■11,500/sft (firm)

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Property Snapshot

Project	Sreyan
Developer	Elegans VRG
Location	Gundlapochampalli, Medchal, Hyderabad
Status	Under construction
Total Villas	82 villas (around 80 remaining)
Site Area	9 acres
Villa Type	Triplex (G+2)
RERA No.	P02200007108
Approvals	HMDA approved, CREDAI member

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Villa Sizes — East & West

Type	Ground	First	Second	Total	Plot
East facing	1,504 sft	1,762 sft	1,316–1,320 sft	4,582 / 4,586 sft	309 sq.yds
West facing	1,545–1,560 sft	1,721–1,823 sft	1,240–1,409 sft	4,623 / 4,675 sft	309 sq.yds

Size difference between East and West — approx. 50–90 sft.

Pricing

Base rate	■13,000 / sft
Quote price (for everyone)	■12,000 / sft
Closing floor (firm)	■11,500 / sft
Offer expiry	None as of now
Club House & Amenities	■12 L
East facing premium	+ ■10 L
Corner / premium location	+ ■10 L
Payment plan	Construction-linked, 10 stages

Sample total — East 4,586 sft @ Quote Price ■12,000/sft:

- Basic: ■5.50 Cr (4,586 × ■12,000)
- Club: ■12 L
- East premium: ■10 L
- Corner premium (if applicable): ■10 L
- Total with all premiums: ~■5.82 Cr

Extras NOT included — GST, Stamp duty, Registration, Corpus fund, Maintenance

Key Selling Points

- 9-acre gated community with 82 villas
- 20,392 sft Club Sreyan — full amenities suite
- 4,500+ sft triplex villas on 309 sq.yd plots
- Premium specs — imported marble, teak doors, Grohe fittings
- 300 mts from NH-44 / 3.25 km from ORR Exit-6
- HMDA approved, CREDAI member, RERA registered
- 100% power backup, solar security, STP, rainwater harvesting
- Construction-linked payment — pay as progress is made

Target Buyer Profile

- Families upgrading from large apartments
- Local business owners / traders
- Age 35–55, dual income or business background
- Income — top 10% household income in Hyderabad

- Locations — Kompally, Secunderabad, Alwal, Malkajgiri belt
 - Motivation — space, privacy, community, lifestyle
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Campaign Goal

Sales target	2 villas in 2 months
Timeline	July + August 2026
Quality leads needed	20–30
Focus	Quality over quantity

Note — RE-ALLY commission & revenue numbers are kept internal. Not for public materials.

Campaign Details

Start date	July 1, 2026
Channels	Meta (Facebook + Instagram) + WhatsApp
Monthly budget	■50,000
Lead routing	Phone + WhatsApp

Budget split:

- Meta awareness — ■20,000
- WhatsApp click ads — ■20,000
- Retargeting — ■10,000

Ads Needed — 4 Total

#	Ad	Purpose	Status
1	3 existing reels	Awareness — project, exterior, community	Ready
2	WhatsApp click ad	Best render + strong CTA	Create first
3	Carousel ad	5–6 slides: pool, club, villa, location, specs	Week 2
4	Villa walkthrough reel	Floor plan + specs	Week 4

Creative Angles — Updated

Tone: Aspirational but warm. Family-first. Not flashy.

Core angles to lean on:

- Lifestyle & community — designed for families, kids growing up with friends
- Trust & quality — RERA + HMDA + CREDAI + construction-linked payment

- **Location** — minutes from ORR · NH-44 · top schools nearby
- **Value** — 4,500+ sft triplex villas from ■12,000/sft
- **Amenities** — 20,000 sft Club Sreyan

Price messaging — USE:

- "Villas starting ■5.5 Cr"
- "From ■12,000/sft"
- Always include asterisk: *Excluding GST, registration, stamp duty, corpus & maintenance*

Claims to AVOID (removed):

- "Largest gated community" / "Largest in micro-market"
 - "Rare triplex format"
 - Any ROI / revenue claims in public materials
 - "Villas from ■6 Cr" / "■13,000/sft"
 - "Ultra-luxury" / "World-class" jargon
 - Urgency or sales-pressure tone
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Ad Copy — Updated

Headline options:

- "4,500+ sft triplex villas in Gundlapochampalli. From ■12,000/sft."
- "9-acre gated community for your family. RERA approved."
- "Club Sreyan — 20,000 sft of weekend living. Inside your home community."
- "Villas built to last. Construction-linked payment. Move-in soon."

WhatsApp ad tagline:

- "Sreyan villas in Gundlapochampalli — chat to know more. Starting ■12,000/sft."
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2-Month Execution Timeline

Phase	Period	What we do
Launch	July W1–W2	Run 3 existing reels · Launch WhatsApp click ad · Target Kompally + Secunderabad pin codes
Push	July W3–W4	Launch carousel ad · Retarget reel watchers · Follow up every WhatsApp lead within 15 mins
Convert	Aug W5–W6	Run villa walkthrough reel · Push site visit urgency · Personal follow-up calls
Close	Aug W7–W8	Focus on top 5–6 serious prospects · One-on-one site visits · Target 2 bookings

Calls to Action

- **Primary:** Chat on WhatsApp
- **Secondary:** Book a Site Visit

Non-Negotiable Rules

Reply to every WhatsApp lead within 15 minutes

Site visit is the only real goal — not just collecting phone numbers

Track every lead — source, response time, outcome

Sales script — quote ■12,000/sft, close at ■11,500/sft (firm floor)

Competitor Watch

Project	Notes
Sunyuga Villa Palazzo	Same street, 101 villas, 8.26 acres
Makuta Green Woods	Same street, ■7,999/sft published (smaller villas)
Elegancia	Ready to move, 30,000 sft club

Sreyan's positioning — premium specs, RERA trust, construction-linked payment, full amenities

Status Checklist

- ✓ Property data — complete
- ✓ Villa sizes — East 4,586 sft, West 4,675 sft confirmed
- ✓ Pricing — ■12,000/sft quote · ■11,500/sft floor
- ✓ Campaign goal — 2 villas in 2 months
- ✓ Start date — July 1, 2026
- ✓ Budget — ■50,000 / month
- ✓ Lead routing — Phone + WhatsApp
- ✓ Ad formats — 3 reels ready, 3 to create
- ✓ Claims cleaned — no false superlatives

— End of Brief —

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