



# Click or Call We Do it All

Zamulk is the first innovative real estate web portal with new dimensions in the sector, aiming to provide easy access to buyer and seller for any property.





Zamulk.com is an Enterprise Real Estate Web Portal aiming to provide easy access to buyers and sellers of any kind of property in the market. The portal is equipped with State Of The Art services, which enable to explore more than property listings. The portal is also enabled with automated tools of connectivity between Agents & Customers in a very simple way. Furthermore, we offered unmatched services to fulfill digital marketing requirements against the latest market trends.

**“ Click or Call, We Do It All ”**

## **Vision**

To empower stakeholders of Real Estate Industry with cutting edge IT services and to automate Real Estate Sector

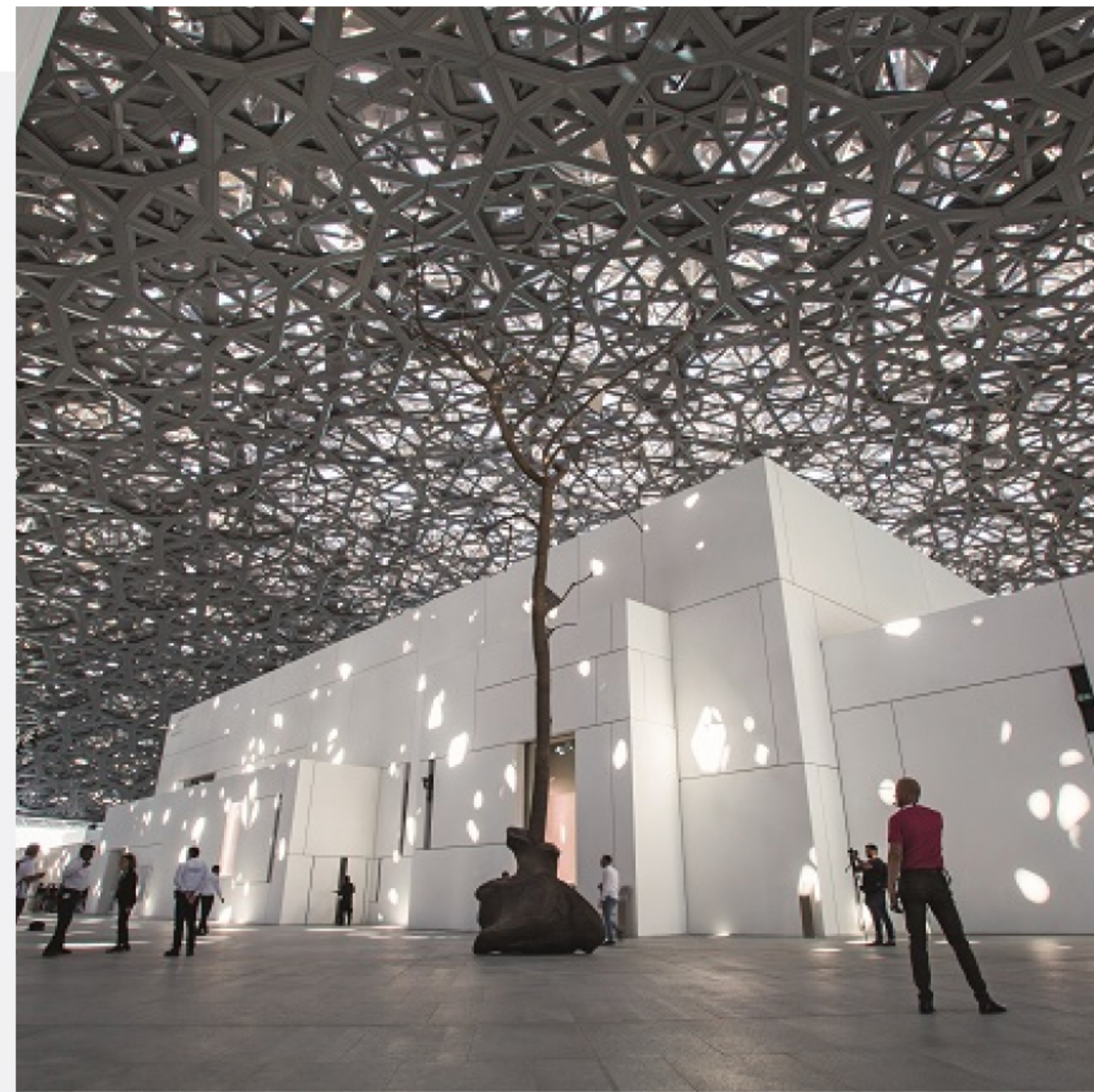
## **Mission**

Provide class leading Real Estate Advertising & Marketing services to enable our customers to achieve their business goals. We are striving to provide exceptional value and willing to go the extra mile for our customers



# 02 { 360 TOUR

- It is a simulation of an existing location, project or property “based on current circumstances”, usually composed of a sequence of 360 images & a walk-through interface. It may also use other multimedia; like background music, audios, information text, text-to-speech, downloadable files, shareable link and other customer’s required-based features. Tour contains stamp of the project having contact details, which is beneficial in marketing and sales. For real estate sector, it is important for every owner of property, society, business and real estate builder/ developer to show their properties/ projects to overseas customers and those who can’t visit the location physically, for investment/ selling point of view.



## USAGE OF 360 TOUR

It is useful for societies, commercial plaza’s, luxury Farmhouses, executive apartments, schools, colleges, universities, marriage halls, Factories & Hotels. 360 tour enable users a complete free hand to visit the place wherever & whenever they want to see that project, its beneficial to both parties to they can call that person by looking at the stamp or click on the button to call the agent for further details.

The tour presents the products through user-friendly interface to its investors/ buyers and raises their satisfaction level, which helps in maturity of sales. Zamulk also provides a short link of the tour, which can be used in digital marketing campaigns in order to boost the sales. Contents of the tour are:-

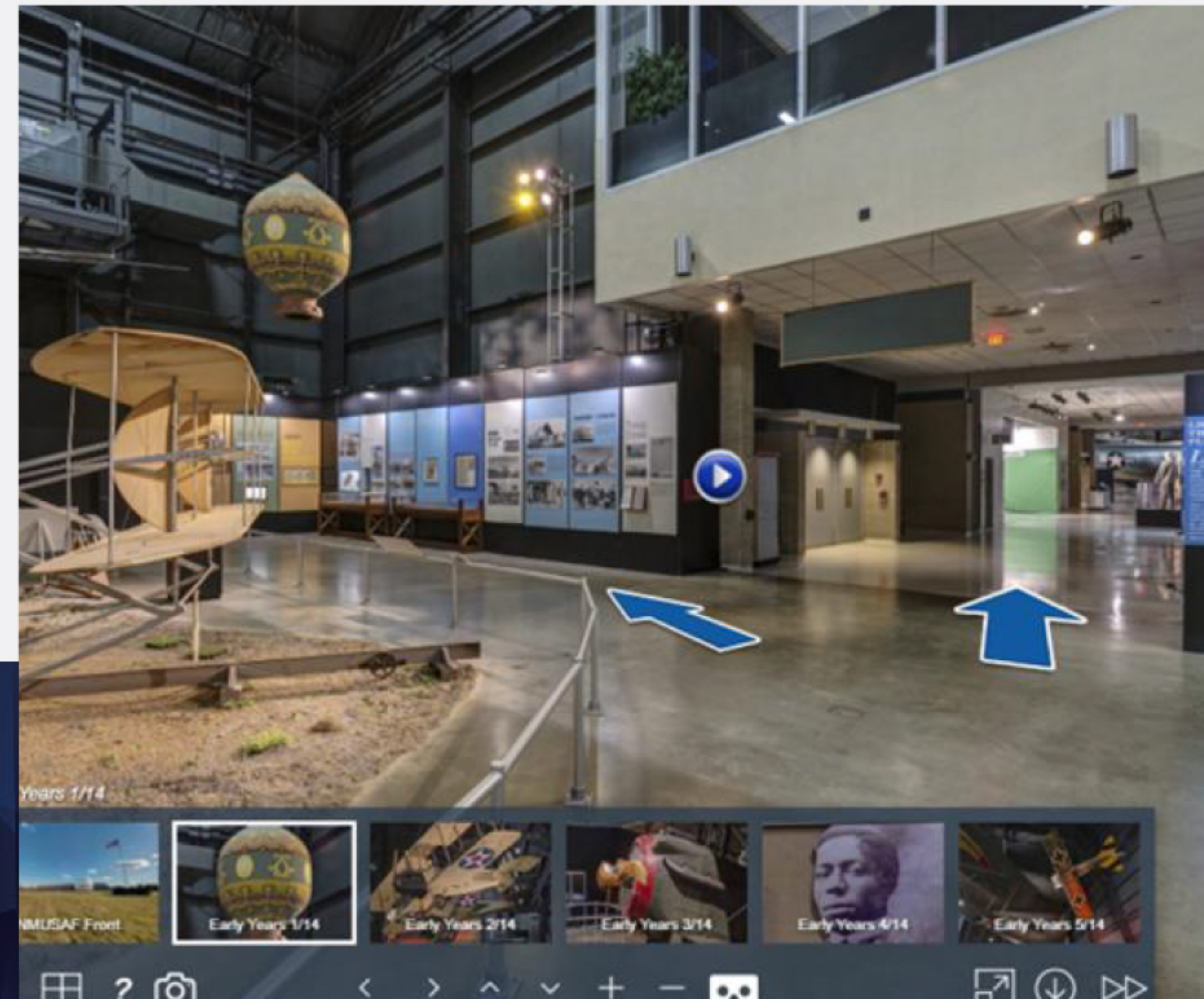
- 2k, 4k & 5.6k resolution
- Official stamp of customer including contact details
- Integration with website
- Embedded videos
- Detail text pop-ups
- Animations
- Walk-through experience
- Custom design
- Text-to-speech
- Photo gallery
- Downloadable company profile, brochures and price list
- Map of site/project
- Easy movement controls
- An information icon
- Music and audio recordings



# O3 { VIRTUAL TOUR

It is a simulation of non-existing location, project or property, usually composed of a sequence of virtual 360 images along with a walk-through interface. It may contain multimedia; like background music, audios, information text, text-to-speech, downloadable files, shareable link and other customer's required-based features. Tour contains stamp of the project having contact details, which is beneficial in marketing and sales.

The tour is virtual projection of those projects, which are currently in-progress or likely to be constructed. A walk-through experience provides existent feelings to customers, which enhances the marketing and helps in growing sales



This tour is helpful in selling before completion of projects, as it raise the satisfaction level of investor / buyer. Zamulk also provides a short link of the tour, which can be used in digital marketing campaigns in order to boost the sales. Contents of the tour are:-

- 2k, 4k & 5.6k resolution
- Official stamp of customer including contact details
- Integration with website
- Embedded videos
- Detail text pop-ups
- Downloadable company profile, brochures and price list
- Walk-through experience
- Custom design
- Text-to-speech
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- Map of site/project
- Easy movement controls
- An information icon
- Music and audio recordings
- Animations



## O4 | STREET VIEW



It is a 360 walk-through presentation of a society / projects on Google Map (millions of visitors per day from all over the world) along with a “Project Stamp” containing contact details. Project marketing team can easily find the leads from this platform. It is “Actual 360 Tour” of any property/ product uploaded on Google map under the policy of Google.

This is helpful in growing investors/ customers’ satisfaction level to its peak and those who live across the border or can’t visit the location physically. Zamulk also provides a short link, which can be used in digital marketing campaigns in order to boost the sales. It contains following:-

- 2k Resolution
- Walk-through experience
- Product Stamp containing logo, address & contact no
- Uploaded on Google Maps





# O5

# GOOGLE MAP MAKING

Newly constructed and under-developed societies lack detailed mapping on Google Maps. The investors / buyers across the globe and even the locals cannot view the details of that society or property. We are offering the minute details of society / property with the collaboration of Google Maps.

We can define the roads & streets with their assigned names for better understanding of the investor/ buyer. Furthermore, these details will be shown on all types of Google Maps i.e. Default, Satellite View and Terrain. This service is completed through following two steps:-

## ► 1st step

Road / street outlines will be displayed on Google Maps

## ► 2nd step

Name will be assigned to each road/ street accordingly

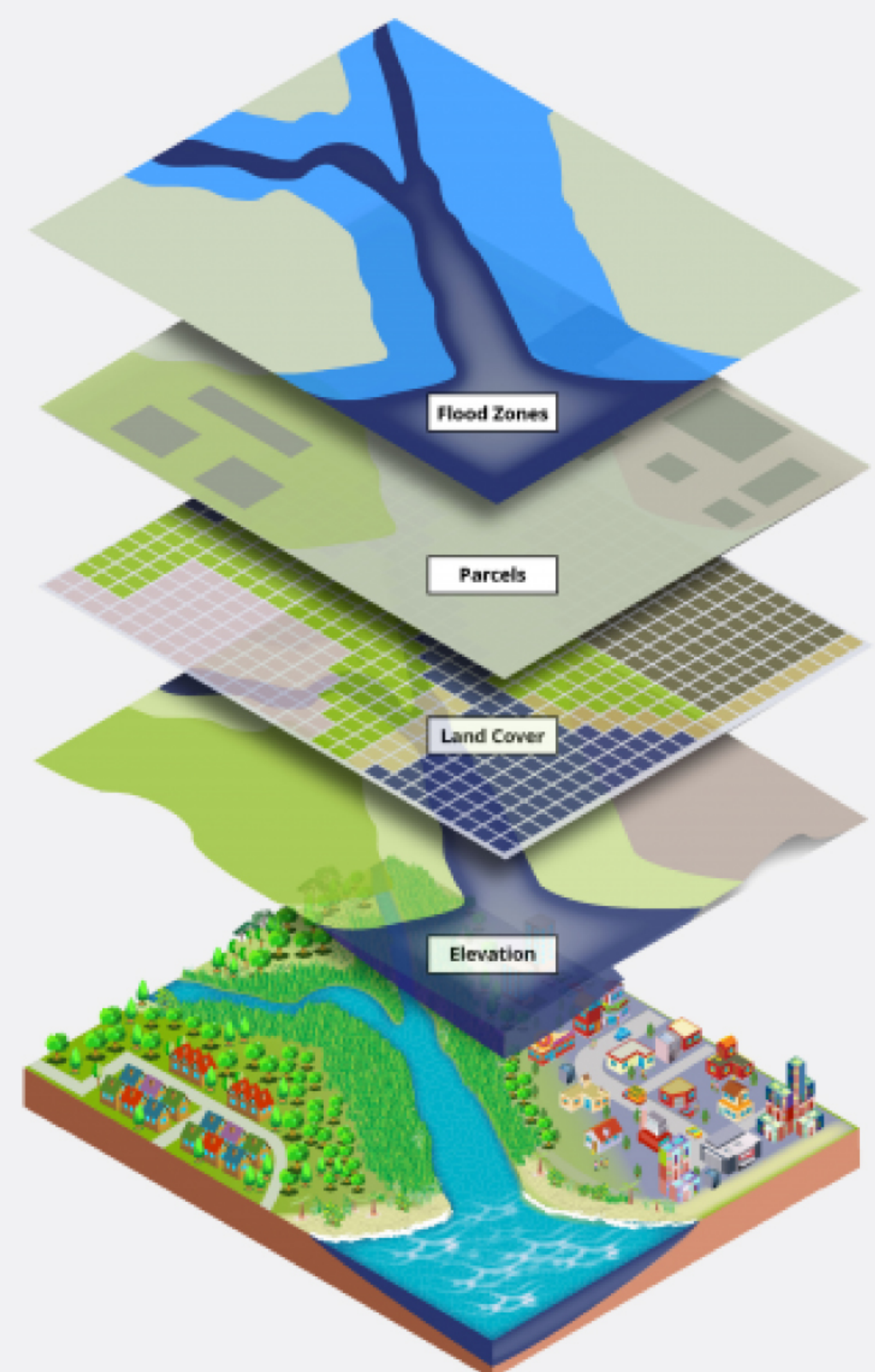




It covers a wide range services however,we offer services mentioned below. Our company can design a GIS map for societies, which gives information about land, its owners, land consumed by sewerage pipelines, electricity lines / poles, gas pipelines, fresh water pipelines, optical fiber / telephone cables, footpaths including cost, manpower & time period.

These maps are very useful for Board Members of a society to plan estimated budget & marketing strategies in a specific period of time.

- Digital Patwari Latha
- Society Map
- Area consumption & coordinates of sewerage
- fresh water, electricity, gas & phone lines etc







It is the process of developing a coordinate-based representation of any building / project in 3 dimensions via specialized software. We are providing a 3D model of any building on GoogleEarth, which will be visible on Google Earth Pro version.





Digital marketing is the component of marketing that utilizes internet & online based Social Media Platforms to promote products, services & to enhance sales





## I) - SOCIAL MEDIA

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. Our company only deals with following social media platforms:-

- ▶ Facebook
- ▶ Instagram
- ▶ Twitter
- ▶ LinkedIn
- ▶ YouTube



## II ) - SEARCH ENGINE OPTIMIZATION

It is the process of improving quality & quantity of traffic / visitors to a website/ web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. SEO is performed because a website will receive more visitors from a search engine, when websites rank higher on Search Engine Results Page (SERP). These visitors can then potentially be converted into customers.

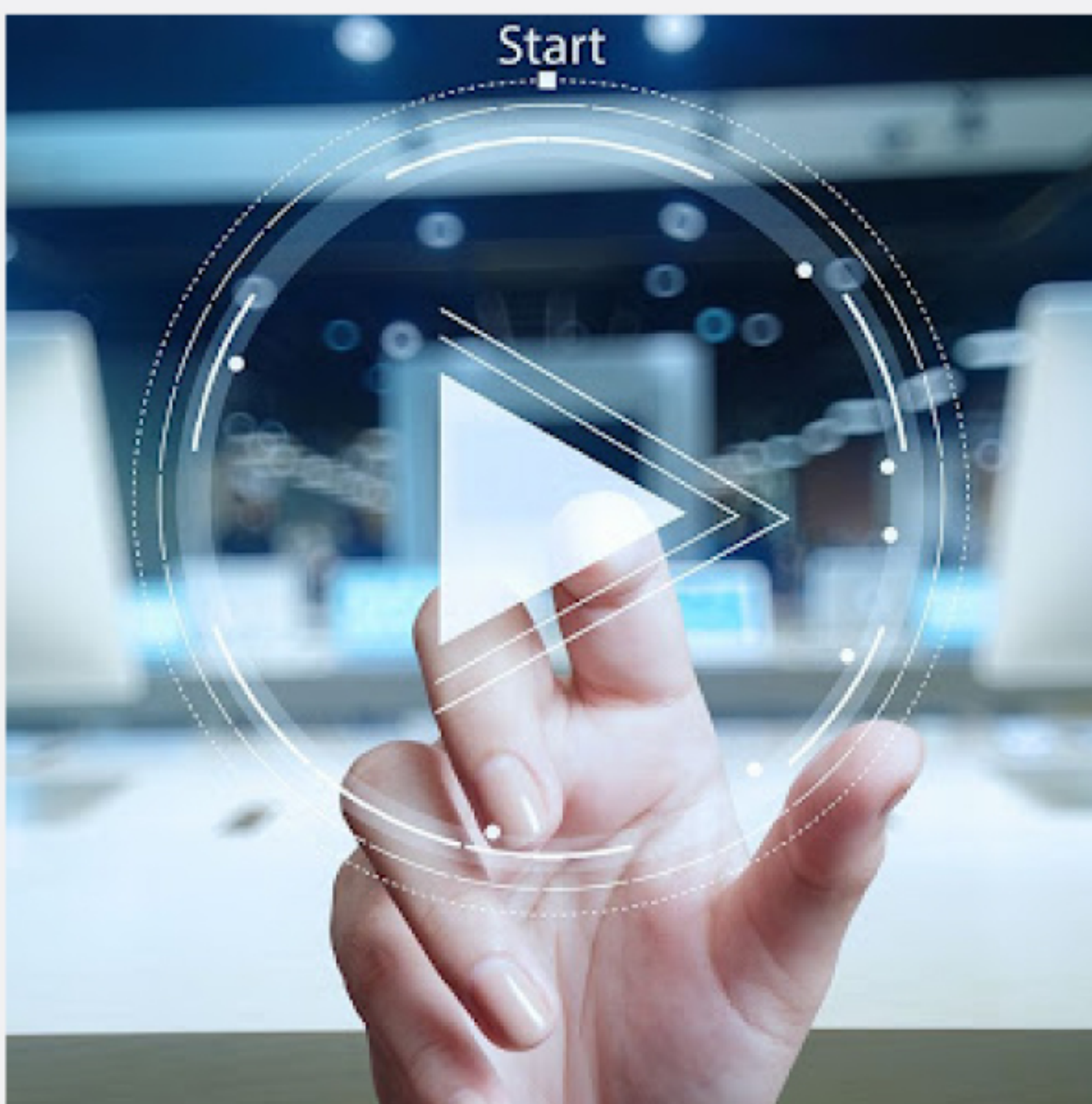
Search

Optimization



### III ) - MARKETING VIDEOS

Marketing videos are the major interactive content on social media as well as other platforms. Our company provides four types of marketing videos. Normally, the length of videos lies between 10 seconds to 6 minutes. However, videos can be made as per customer's requirements.



#### i ) - HD VIDEOS

High definition videos are complete documentary of any property/ project. It covers all the details of project such as: project features, completion time, area details, facilities provided, distances from different amenities, address, contact number etc.



#### ii ) - 2D VIDEOS

2 dimension videos are short time videos, which displays slide show of property / project details alongwith background music, animation and description etc. These marketing videos invite customers to buy the product by attractive slides and music.



#### iii ) - 3D VIDEOS

These videos captured the sight in 3 dimensions, which is more striking than 2D videos. The video may be a virtual 3D model of any property / project, & provide its realistic view. Day / night effects can also be created in these high resolution videos. These can be used as company's promotional videos



Communication over a distance by cable, telegraph, telephone or broadcasting is known as telecom, which is provided by our company through following services:-

### I ) - GPON SERVICES

- ▶ Internet
- ▶ Telephone
- ▶ TV

### II ) - GPON SERVICES

- ▶ Foreign phone number
- ▶ Foreign address
- ▶ Meeting space & contact person in foreign country

### III ) - LOCAL EXCHANGE (PABX)

### IV ) - SECURITY / CCTV SERVICES

