

## Arkade Developers Unveils unique campaign; urges Mumbaikars sit back and let Redevelopment Cha Raja Fulfil their Dream Home Journey

**Mumbai, 12th September 2024:** Arkade Developer, a leading Mumbai real estate developer with 38 years of legacy, launches the 'Redevelopment Cha Raja' campaign to help homeowners create future-proof living spaces.

The campaign is conceptualized by Arkade Developers & Good Old Delight and features a social media film emphasizing the importance of family and spacious homes. A child's conversation with Ganpati Bappa about their ideal home underscores the campaign's message.

Expressing his views on the campaign, **Mr Amit Jain, Chairman and Managing Director, Arkade Developers** said, *"Family First is our core philosophy and our commitment to redevelopment is a commitment to families, creating environments where every family can grow and prosper. Taking the same thought forward we have created a concept that everyone can relate to, the need for a home that meets their family's requirements. Keeping the festive mood in mind, owing to Ganesh Chaturthi, 'Redevelopment Cha Raja' aims at capturing the positive spirit and encouraging everyone to fulfil their dream of a perfect home!"*

As a trusted luxury redevelopment brand, Arkade Developers is committed to shaping futures and uniting families. With a portfolio of over 28 completed projects and the trust of 4,000+ happy families, the ongoing redevelopment portfolio is Arkade Aura, Arkade Pearl, Arkade Vistas, Arkade Views, Arkade Eden and more across western suburbs.

The campaign is now live on social media and has received an overwhelming response.

**YouTube Link:** <https://www.youtube.com/watch?v=KCuWkPj5IEU>

**Disclaimer:** "Arkade Developers Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed the red herring prospectus (RHP) with the Registrar of Companies, Maharashtra at Mumbai. The RHP is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) as well as on the website of the Book Running Lead Manager, Unistone Capital Private Limited at [www.unistonecapital.com](http://www.unistonecapital.com) and the websites of the stock exchange(s) at [www.nseindia.com](http://www.nseindia.com) and [www.bseindia.com](http://www.bseindia.com), respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see 'Risk Factors' of the RHP, when available. Potential investors should not rely on the DRHP for any investment decision."

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**Press Release****About Arkade Developers:**

Arkade Developers, a premier real estate developer with a rich legacy of over 30+ years, is celebrated for its creation of opulent residential and commercial properties. For Arkade Developers, constructing quality homes is driven by passion rather than just a profession. This philosophy has guided Mr Mangilal Jain and Mr Amit Jain, leading Arkade Developers to become one of Mumbai's most esteemed real estate firms. Under their leadership, Arkade Developers has significantly impacted the city, consistently showcasing excellence. Committed to our 'Family First' principle, Arkade Developers upholds core values of Trust, Transparency, Commitment and Happiness. Every property carrying the Arkade name represents the pinnacle of quality, consistently surpassing customer expectations. For more information, visit: <https://arkade.in/>

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