

DIGITAL GUIDELINES FOR CHANNEL PARTNERS



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SUBDOMAIN OR SUBPAGE DO'S

- To run ads of Shapoorji Pallonji Real Estate (SPRE) & Joyville Homes (JV) on the landing page/website, it is recommended to create a subdomain under your own website.
- You must mention your brand name.
- e.g.: www.joyvillehomes.xyzrealty.com, or design a landing page as a subpage under your own website. e.g. www.xyz.com/Joyvillehomes.

Domain Available

shapoorjipallonji-xyzrealtors.com is available

₹ 499.00/yr ~~₹ 1,049.00~~ [?]

for the first year

SUBDOMAIN OR SUBPAGE DON'TS

- Do not mention terms such as "original", "official" etc. while creating ad content, domain name or a landing page.
- Kindly note, these terms portray your landing page to be a developer's website. e.g. www.ShapoorjiPallonji.official.com.

EXACT MATCH

joyvillehomesofficial.co

~~₹2,230.00~~ ₹ 209.00[®] for the first year with a 2 year registration

[Add to Cart](#)

2&3BHKs at Western Heights | With over 25+ Amenities* | Get Refund of Booking Amount*

Ad www.example.com/westernheights/official-site

Book 2&3BHK homes at Western Heights near Santragachi from ₹36.9L* and get Assured Offers. Get Refund of Booking Amount* | Fixed Income for 2 Years* | Exclusive Gifts* | T&C*

DOMAIN NAME DO' S

- The website/landing page on which you are redirecting the ads, it is mandatory to mention your / company's details and display the company logo (logo not required if it's an individual). & your RERA registration no. should be prominently visible on the page.
- The company Logo or details of an individual Sales Partner must be of the same size as the Project Logo or smaller than that.

DOMAIN NAME DON'TS

- In the domain name of your project landing pages, you are strictly prohibited to use our brand name.
- e.g. joyvillehomes.in/launch_offer, joyvillehomes-shapoorjipallonji.in, etc.
- Without our official approval, you are strictly prohibited to clone our website/project a microsite design that contains your personal promotional offers.

EXACT MATCH

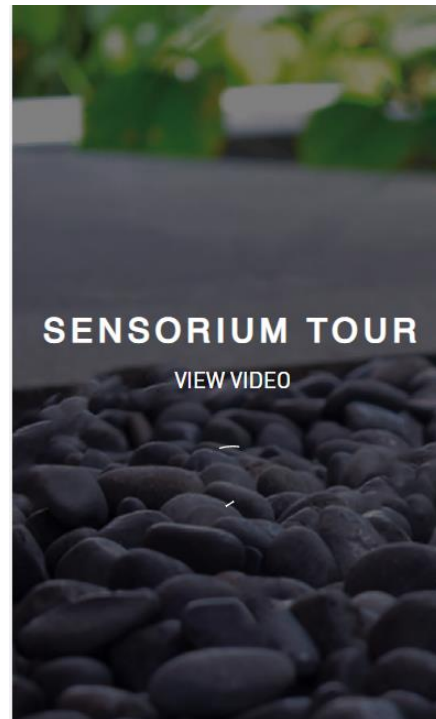
joyvillehomes-shapoorjipallonji.in

~~₹ 599.00~~ ₹ 149.00[?] for the first year with a 2 year registration

Add to Cart

CONTENT APPROVAL

- SPRE/JV to share CP kits with content and collaterals for partner deployment
- The CP kit guidelines to be followed and should not be manipulated



For any query or additional info. kindly contact your SPOC.

DIGITAL MARKETING

- You are restricted to use **google** search using our parent brand name. However, project names can be used.
- For **FB** ads, please use collaterals and images shared by SPRE/JV SPOC and market the same for your entity page with RERA number displayed on the Ad
- Manipulations of the brand terms and misuse of the same may lead to suspension of your ads and ad managers
- **Database** marketing should be done post creative approval by SPOC and creative to have your company and RERA details

OFFLINE MARKETING

- **Printed Collaterals:** Any requirement for printed collaterals including flyers, standees, newspaper insert, office branding etc must be raised via the respective SOPC
- Creative shared by the SPOC only to be circulated / used for communication
- SPRE team to take a call on providing the printed material on case to case basis.

TRADEMARK & COPYRIGHT

- We hold Trademark on brand terms ShapoorjiPallonji, ShapoorjiPallonjiRealEstate, Joyville and inappropriate use may cause legal actions
- Content (unless shared by SPOC) may be copyright, and violation may result in legal actions