



Xrbia launches a new advertising campaign 'buying a house matters'

23rd October 2012: The campaign is an endeavor to reiterate the fact that owning a house not only benefits families but also enables in building strong communities. In addition to its functional importance and economic value, homeownership has traditionally conveyed social status and political standing.

"Xrbia's latest national advertising effort communicates that we as developers are working hard to protect the Indian dream of homeownership for our future generations" said Naqisa Miriam, Head Marketing, Xrbia. "Owning a house has a significant impact on the overall quality of life, and promotes stability, educational achievement, community participation, health etc" she further added.

The series of advertisements was first launched on YouTube and will be making its TV debut today. All 6 films were shot in actual Xrbia project locations. The 30 second series of adverts portray people coming from different walks of life celebrating their joy of realizing their dream of owning a house.