

Ownit1st | IndianRealty

PORTFOLIO · 2026

Ownit1st × Indian Realty

Hospitality-driven sales and marketing for a few visionary developers at a time.

WHO WE ARE

Two companies, one mandate

The creative agency

IndianRealty

Brand strategy, identity, film, web and launch campaigns for developers and real estate brands.

The sales house

OwnIt1st

Premium homes, villas and plots across North Bengaluru, sold by a team that knows the corridor.

One leadership team runs both. Both companies are RERA and GST registered.



WHAT WE BELIEVE

Feelings first.

A buyer decides with a feeling, long before the paperwork. We build that feeling into every film, every call and every site visit.

HOW WE SELL

Hospitality-driven sales and marketing

01 · Sales

Every buyer is a guest

Site visits are hosted in person, with time for every question a buyer brings.

02 · Marketing

Marketing a buyer can feel

Films and reels in English, Hindi and Kannada that carry the feeling of the place.

03 · Trust

Nothing hidden

RERA and GST registered. Leads earned through compliant channels, never bought. Paperwork that stands up to scrutiny.

04 · Customer experience

The experience has an owner

A VP of Hospitality and Customer Experience and a Head of CRM look after the buyer's journey.

WHAT WE TAKE ON

Six disciplines, one team

01

Strategy & positioning

The buyer, the promise and the name.

02

Brand & identity

Marks, guidelines and every surface they live on.

03

Film & content

Brand films, walkthroughs, testimonials and reels.

04

Web & digital

Websites, social, creators and paid campaigns.

05

Launches & events

Launch events, site activations and festive drives.

06

Sales & hospitality

Hosted visits, clear paperwork, long relationships.

TRACK RECORD

Developers we have worked with

Brigade Group	Godrej Properties	Sobha
Casagrand	Arvind SmartSpaces	Ajmera
5 Elements Realty	Ruchira Projects	Mana Capitol
Vajram	Ahad Builders	Bricks & Milestones

And many more,
directly and indirectly.

15 years of working with builders and developers

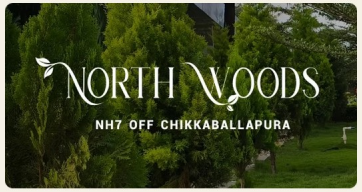
50+ years of collective experience

TRACK RECORD

Projects we have worked on

On the sales front or the marketing front.
Logos belong to their owners.

LODHA



PRESTIGE SANCTUARY
A STATE OF MIND
NANDI HILLS

Assetz | CITY OF PALMS

DivyaSree

Prestige GOLFSHIRE

THE EARTH
NANDI HILLS

THE ESTATES
NANDI HILLS

MONTIRA

Arvind ORCHARDS



WHITE LOTUS

Rewild

KNS CANDRILL
Aspiration | Returns | Legacy
ಕೆ ಎನ್ ಎಸ್ ಕ್ಯಾಂಡ್ರಿಲ್



nikoo Homes

SUMO GROUP

QVC REALTY

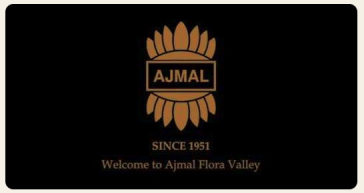


SVAM REALTY

KONIG HOMES

LANDMARK ESTIA

SAIBYA



CASE STUDY · 5 ELEMENTS REALTY

A partnership of nearly a decade

What the mandate covers today

- Digital marketing and social media
- Films, reels and creator campaigns
- On-ground sales team, events and hiring
- A new corporate website, now in preview
- Naming and experience-centre concept for a new high-rise



CASE STUDY · 5 ELEMENTS REALTY

Five million views

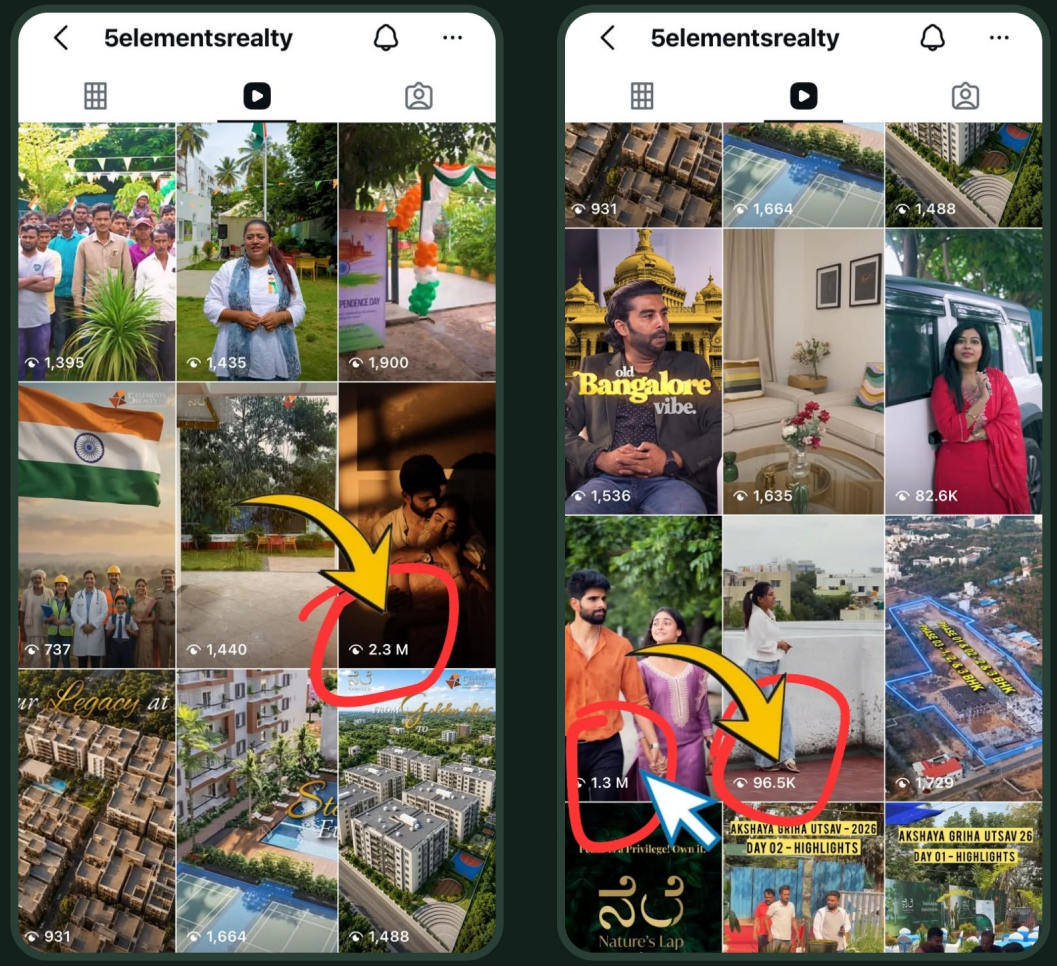
2.3M
BRAND FILM

1.3M
LIFESTYLE FILM

481K
CONSTRUCTION UPDATE

381K
LOCATION STORY

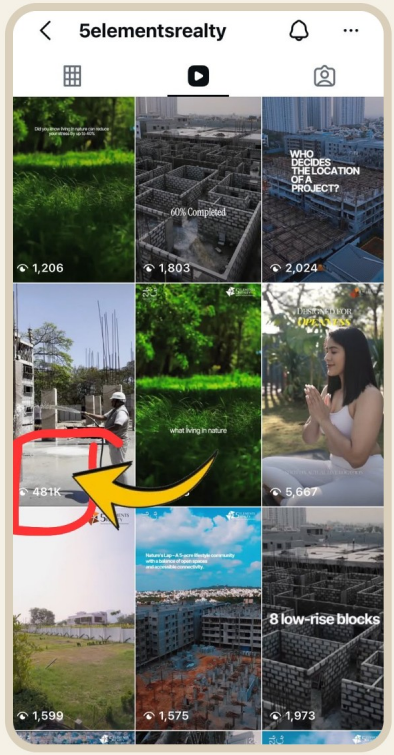
Views on four reels. Twelve of the account's reels add up to more than 5 million views.

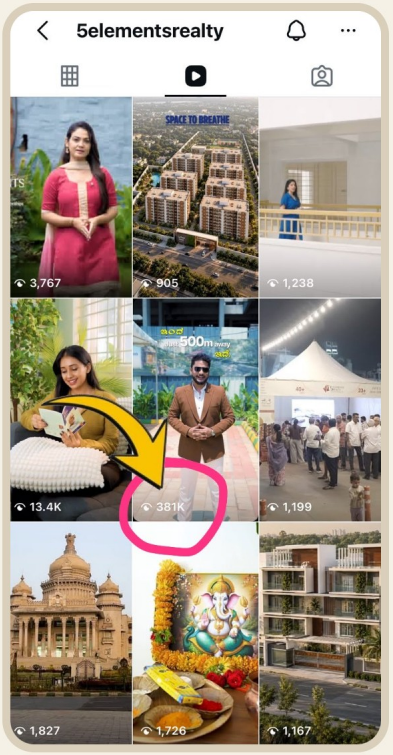


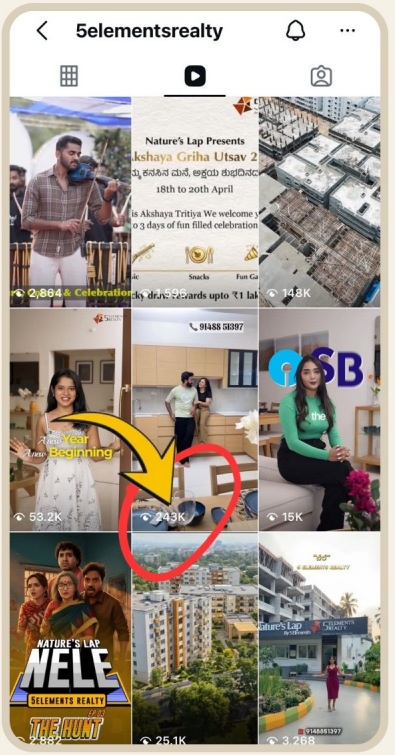
SOURCE: INSTAGRAM, @5ELEMENTSREALTY, NOVEMBER 2026

The content behind the numbers

- Model and creator films
- Construction updates
- Location stories in Kannada
- Event films, Akshaya Griha Utsav
- An episodic series, Nele
- Festive and national-day films







CASE STUDY · RUCHIRA PROJECTS

Park East, told through its people



Ruchira: The Journey So Far

Corporate film



Park East Management

Leadership film



Park East home buyers

Customer testimonials

Watch the Ruchira project film on YouTube.

FILM PORTFOLIO

Twenty-one films in the showreel



Assetz Properties



Century Real Estate



Therefore I'm



Web & Craft



Joy Sunshine



Fusion Designs



Gran Carmen



Jampa Luxuria

4 ad films · 6 corporate films · 7 walkthroughs · 2 CSR films · 2 testimonials

A rental brand, redrawn

Before



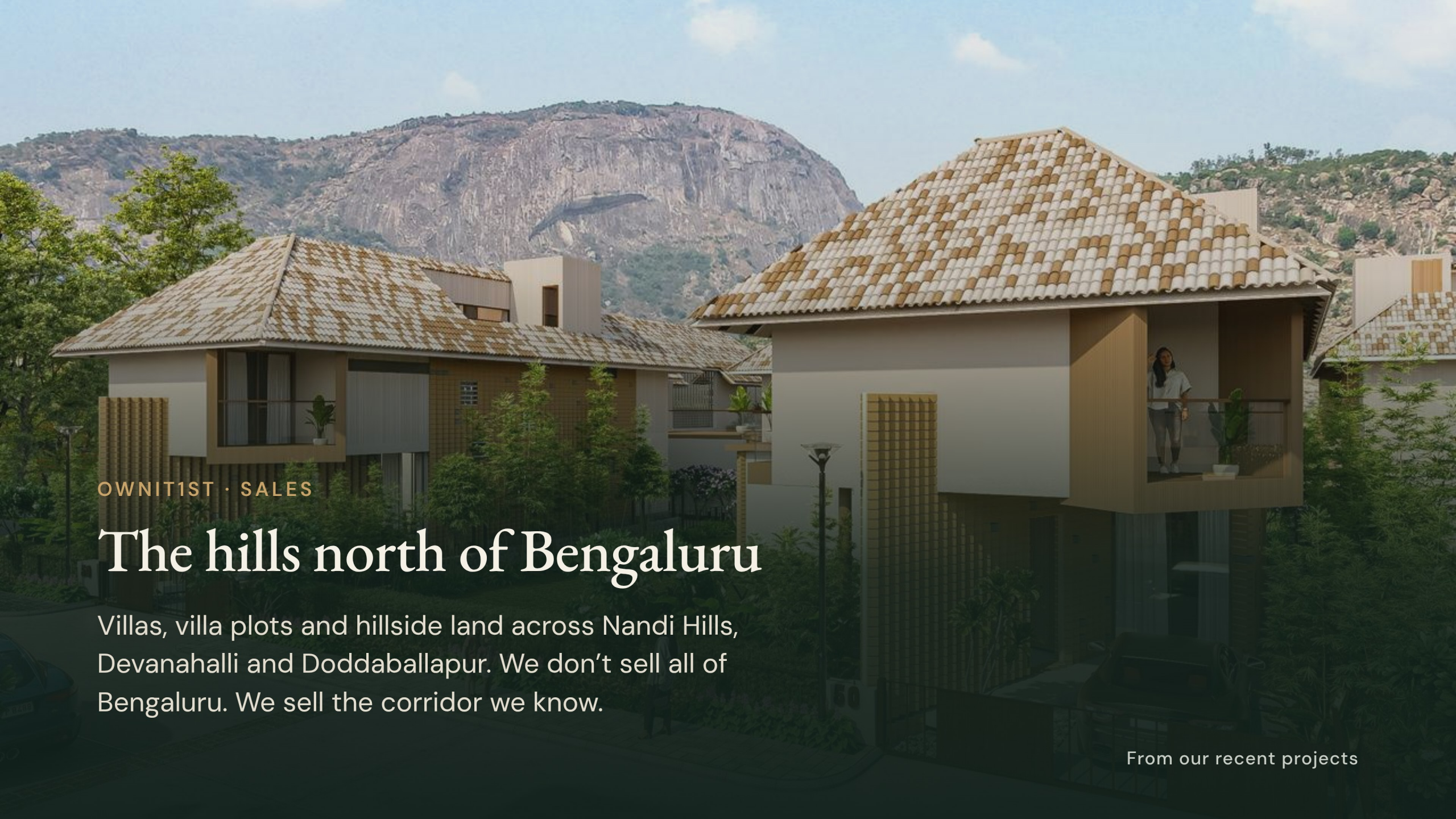
After







A new mark, palette and type system, carried from guideline to stationery.



OWNIT1ST · SALES

The hills north of Bengaluru

Villas, villa plots and hillside land across Nandi Hills, Devanahalli and Doddaballapur. We don’t sell all of Bengaluru. We sell the corridor we know.

From our recent projects

Strength on the ground

200+

DAYS OF REAL DRONE AND GROUND FOOTAGE

Years of on-ground experience

18

PEOPLE ON THE TEAM, PLUS EXTENDED PARTNERS

Tie-ups with builders across the corridor

3

LOCATIONS: NANDI HILLS, DEVANAHALLI, DODDABALLAPUR

Local connections and a support system

The projects we work on

Nandi Hills

The Earth, The Estates	SRKP
Montira	Rare Earth
Over the Rainbow	Total Environment
Prestige Sanctuary	
Kadamba	Farm land
Imara Villas	
ATH	Xsquared
DivyaSree projects	

Doddaballapur

Saanvi Farms	OUR MANDATE
ReWild	
Godrej Aravya Estate	
Green Lakes Farms	
Montebello Farms	
27 Roots	
Avillion Farms	
KNS Candrill	

Devanahalli

- Bulwark projects
- Assetz projects
- Prestige plotted projects

And more across all three locations.

From our recent projects













WHO WE WORK WITH

We don’t work with everyone. That is why we deliver better for the builders we choose.

A few mandates at a time, in our own locations. Our longest client relationship has run for nearly a decade.

THE PARTNERSHIP

What we bring and what we look for

What we bring	What we look for in a builder
50+ years of collective experience	A vision for the project
A full team: sales, CRM, marketing and film	A good project with a clear theme
Skills from strategy to site visit	A feel for today’s market and buyer
A network built over years on the ground	Time for brand, experience and hospitality
Hands-on execution, every day	Well-run vendors, staff, assets and campaigns
Local expertise in our three locations	Support upfront as the project grows

HOW WE ENGAGE

Our terms, in plain words

01

Skin in the game

The builder pays the marketing, launch or relaunch advance upfront.
No advance, no work.

02

Our locations only

We take mandates in Nandi Hills, Devanahalli and Doddaballapur, not across all of Bengaluru.

03

Retail, not wholesale

We prefer to sell one home at a time, to the buyer it suits, rather than in bulk.

04

A few mandates at a time

We don’t work with everyone, so the builders we choose get our full attention.



“Real estate is a People Business. There is no business without people.”

Syed Nadeem Ahmed

3 Powerful Codes of Real Estate Marketing and Automation, 2023

THE TEAM

The people behind the work

Sales, CRM, performance marketing, creative and film, working as one team.



THE TEAM

Leadership

Founder, Ownit1st and Indian Realty

Syed Nadeem Ahmed

Director, Sales & Strategy

Formerly with Magicbricks, part of the Times Group. Author of *3 Powerful Codes of Real Estate Marketing and Automation*.

Amresh Shukla	Co-founder, Technology
Farhaan	VP, Sales & Partnerships
Aqib	VP, Hospitality & Customer Experience

THE TEAM

Sales and customer experience

Arshad
Team Lead, Sales

Sujay
Sales

Varun
Sales

Mohsin
Sales

Fayaz
Sales

Sandra
Head, CRM

Suhas
Offline Marketing

THE TEAM

Marketing and creative

OM Srivastava
Head, Performance Marketing

Madhu
Creative Director & Writer

Nayaz
Creative Head

Anver
Creative Head

Gokul
Film Director & Writer

Karthik
Head, Video Editing

Yash
Senior Designer

Niyas
3D Artist, Dpixel

SEE THE WORK

Films and websites

Ruchira project film	Watch on YouTube
Event organised	Watch on YouTube
Project overview films	Film 1 · Film 2
Ownit1st on YouTube	Film 1 · Film 2 · Channel
5 Elements Realty website, in preview	preview5elementsrealty.com
Aurora, Galaxy Builders	galaxy-builders.com/aurora.html
Elysium	elysium-plum.vercel.app

SEE THE WORK

Reels on Instagram

Model and influencer films	Reel 1 · Reel 2 · Reel 3
Events	Reel 1 · Reel 2
Construction and location updates	Reel 1 · Reel 2 · Reel 3
Ownit1st ad films	Reel 1 · Reel 2 · Reel 3 · Reel 4
Ads for other projects	Post 1 · Reel 2 · Post 3
Influencer marketing	Reel 1 · Reel 2 · Reel 3 · Reel 4
Ownit1st on Instagram	@ownit1st_official



CONTACT

If this is how you build, let’s talk.

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