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Balli Real Estate Launch New Website

Balli Real Estate have created a new website to showcase the core activities of investor-developer.

MAYFAIR, UK, October 05, 2008 **/24-7PressRelease/** -- Balli Real Estate Ltd, the UK and UAE based investor-developer, have launched their new website, located at www.balli-re.com, to showcase the company's brand, services and its \$3.5 billion property investment and property portfolio on the internet.

Built using a mixture of HTML and Flash Shockwave programmes, the new website is designed to be simple, stylish and easy to navigate. It sets out the company's vision through a mixture of images and editorial contained in five main sections, complete with a series of sub-navigation drop down pages.

The new website provides a review of Balli Real Estate's four core activities: fund management, [joint venture developments](#), direct developments and bulk purchase investment.

Drawing on a series of panoramic images, the website explains how Balli Real Estate is involved in some of the most exciting and prestigious real estate projects in the world.

[Balli Real Estate](#) currently has a property portfolio of over \$3 billion, comprised of more than 900,000 square feet of property under development with a Gross Development Value (GDV) of \$800 million, and an additional 2 million square feet and a GDV of almost \$2.5 billion in the pipeline.

The company operates in the UK and UAE and the [Balli property portfolio](#) includes four major residential and mixed use projects in Dubai providing a combined total of more than 1000 luxury residences.

The website contains details of the company's senior management team including [Vahid Alaghband](#), group chairman, Hassan Alaghband, Director, and Group Finance Director, David Spriddell. It also features testimonials from some of the company's professional advisors and partners, including Sunland Group, CB Richard Ellis, Bank of Scotland Corporate and Forsters LLP.

As part of Balli's focus on customer service, the website has a special password protected information centre for clients, enabling them to gain access to development brochures, investment documents, development floorplans and legal contracts wherever they are in the world.

The website also has a careers and recruitment section, setting out Balli's employment opportunities, as well as an interactive press centre which enables journalists to download press information and imagery and make enquiries.

Vahid Alaghband, Group Chairman of Balli comments: "Over 60% of potential purchasers looking for property use the internet as their primary research tool. We therefore felt it essential that we created a property specific website to complement our existing Group corporate website."

The website was designed and produced by TTA Group, a specialist property marketing consultancy, part of PR market leader Chime Communications plc.

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About Balli Real Estate

Balli Real Estate is a leading multi-national real estate investment and development company operating in the UK, the Middle East and other lucrative markets. In the United Arab Emirates the company operates under the Peacock Ventures Ltd brand. The company focuses on four key activities: fund management, joint venture developments, direct developments and bulk purchase investment, and is involved in some of the most exciting and prestigious real estate projects in the world

such as [luxury property in Dubai](#).

Balli Real Estate forms part of Balli Holdings, one of the UK's largest private, multi-national corporations, headquartered in London. Established in 1982, Balli Holdings operates a number of affiliated companies specialising in commodity trading, real estate, industrial activities and aviation, with offices in key economic and business hubs around the world and operations in over 20 countries.