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**MCHI's Property 2008 - Largest ever real estate exhibition in India**

*Over 800 properties and 85 real estate properties on display at BKC from Oct 9-12*

MUMBIA, INDIA, October 09, 2008 **/24-7PressRelease/** -- Homebuyers in Mumbai are in for a treat. Altogether 800 properties by over 85 real estate developers and 15 housing companies will be on display at MCHI Property 2008, the country's biggest real estate expo at Bandra Kurla Complex. The 13th Real Estate and Housing Finance exhibition organized by the Maharashtra Chamber of Housing Industry (MCHI) will be held here during October 9-12, 2008.

Property 2008, India's only official and biggest real estate exhibition organized bi-annually by the MCHI for last nine years, is a one-stop destination for the potential property buyers in Mumbai. It offers home buyers a wide range of properties both budget, High End and Commercial properties along with a wide choice of Home loan options.

The main feature of the exhibition would be stamp duty waiver and other attractive discounts by select developers for home aspirants, booking their properties during the exhibition.

Besides, during the exhibition, a number of commercial properties would be showcased by India's premier property developers. The exhibition is organized by MCHI and co-organized by the State Bank of India, The Gold Partners - HDFC, ICICI Bank Home Loans, LIC Housing Finance & AXIS Bank. The silver Partners - Reliance Consumer Finance, IDBI Bank & Schindler (i) Pvt Ltd.

Property 2008 will have a lucky draw scheme being offered to visitors by the MCHI to the buyers who purchase properties during the four day event. Buyers stand a chance to win prizes like a Lifestyle Apartment, Branded furniture, Fitness equipment.

Spread over an area of 25,000 sq meters consisting of 3 A/C halls, Property 2008 will have leading property developers and housing finance institutions (HFIs) participating from Mumbai, Navi Mumbai, Thane, Pune with other all India developers.

Mr Harish Patel, Convenor Exhibitions, MCHI said, "As the festive season starts many home buyers find this a perfect time to buy a new home and shift during the vacations as well. MCHI has constantly endeavored to bringing innovative ideas and concepts to the markets."

Mr Deepak Goradia Co- convenor Exhibitions, MCHI adds, "Today, with the property market buoyant and home seekers undecided whether to buy now or wait for the rates to fall, this property exhibition comes at an appropriate time. It has been our constant endeavor year after year to give value additions to home seekers visiting our exhibition, and it has been satisfying to note that these exhibitions have given and made a difference in the lives of many who have found their dream home here."

Yet another salient feature of the exhibition is that visitors to the exhibition can have their queries on various property matters answered and guidance given by the experts in their fields on issues as legal, home, finance and taxation.

**About MCHI**

Maharashtra Chamber of Housing Industry (MCHI), formed in 1982 has now become the most prominent body of real estate builders and developers bringing together members dealing in real estate and construction industry on one common platform to address issues facing the industry. Members of MCHI account for providing more than 80 % or 90% of residential accommodation in Mumbai and its vicinity and helps both the Central and State governments in meeting their objectives or providing shelter. MCHI works towards raising awareness among the general public, real estate and construction industry while providing them with exhaustive information on projects and new developments in and around Mumbai. With over 400 well-recognised and reputed member builders, developers MCHI is affiliated with leading industry associations like FICCI, IMC and CREDAI.

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#### About Adfactors

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In each of these practice areas, our solutions are rooted in the client's business strategy. Knowledge-driven communications being our brand core, our consultants combine domain knowledge with communications expertise.

Founded in 1997, we have unmatched expertise and experience in corporate and financial communications.

Over the years, we have managed some of the most challenging and complex communication assignments for corporate India. These include the largest capital market offerings over the last 10 years. We have also provided communications support for numerous high-profile M&As, restructurings, open offers and delistings.