



Meet Mr. Joy

Mr. Joy represents 'new age' marketing and refreshed approach to branding in the real estate segment, intended to enhance brand salience, brand connect and customer delight .

Mr. Joy has been especially designed to connote to the 'Home Category' and at the same time give a look and feel of a male persona that manifests core values of 'Homes @ MARG Swarnabhoomi' brand i.e.:

- Customer friendly & omni-accessible
- Trustworthy
- Responsible
- Dependable
- Caring
- Timely and quality delivery
- Expert advisor



Mr. Joy perfectly blends with the MARG Swarnabhoomi brand which is known for its excellence in terms of expertise, delivery and its strong customer-friendly approach. The friendly demeanor of the mascot has built strong and instant ties with the customers and has helped create a strong brand recall.

The importance of branding in today's keenly competitive real estate market is paramount. It is the brand that is a key differentiator. Mr. Joy gives MARG Swarnabhoomi a unique identity that is instantly recognizable.