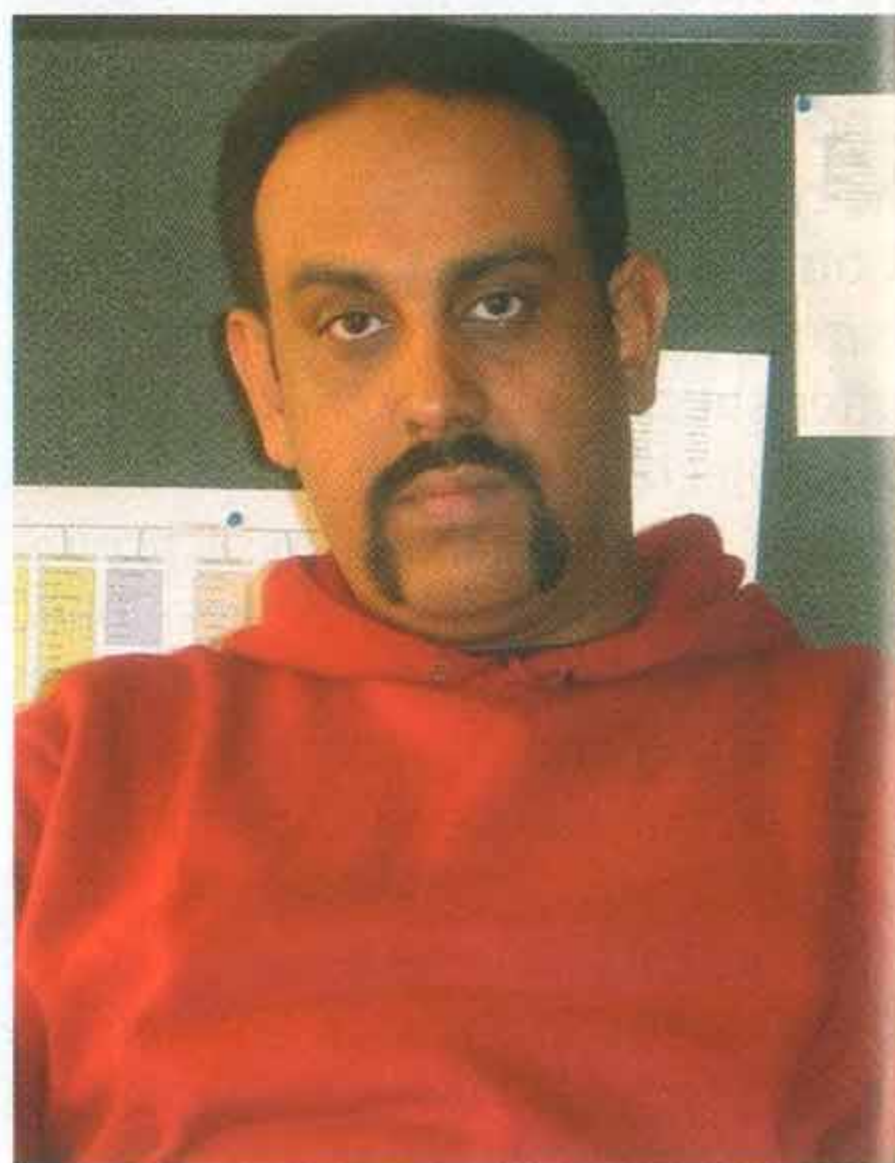




A Consultant with **GLOBAL PRESENCE**

Amit Mavi, Managing Director of Better Option Propmart Pvt. Ltd. (BOP), is a part of a growing tribe of foreign-retained entrepreneurs who are energizing the early stage start-up in India and scoring big wins with their ventures. Armed with an MBA from Melbourne, Australia, Mavi founded the company at a young age of 27. BOP came at a time when real estate advisory services in India were provided by a group of property brokers. And that too was in an unorganized manner across the country. With the vision of giving



Sumit Ghosh
VP, Marketing

them international recognition, BOP came to the fore. The company's corporate office is in the world-class city of Greater Noida, with branches in 8 cities in North India, and one in the Middle East.

Under Mavi's leadership, BOP achieved the feat that is unparalleled in real estate history. "The company sold 3,600 homes on May 27, 2009, in a project developed by the Jaypee Group. This was the single largest transaction in a day," claimed Mavi, while interacting with Property Observer. One

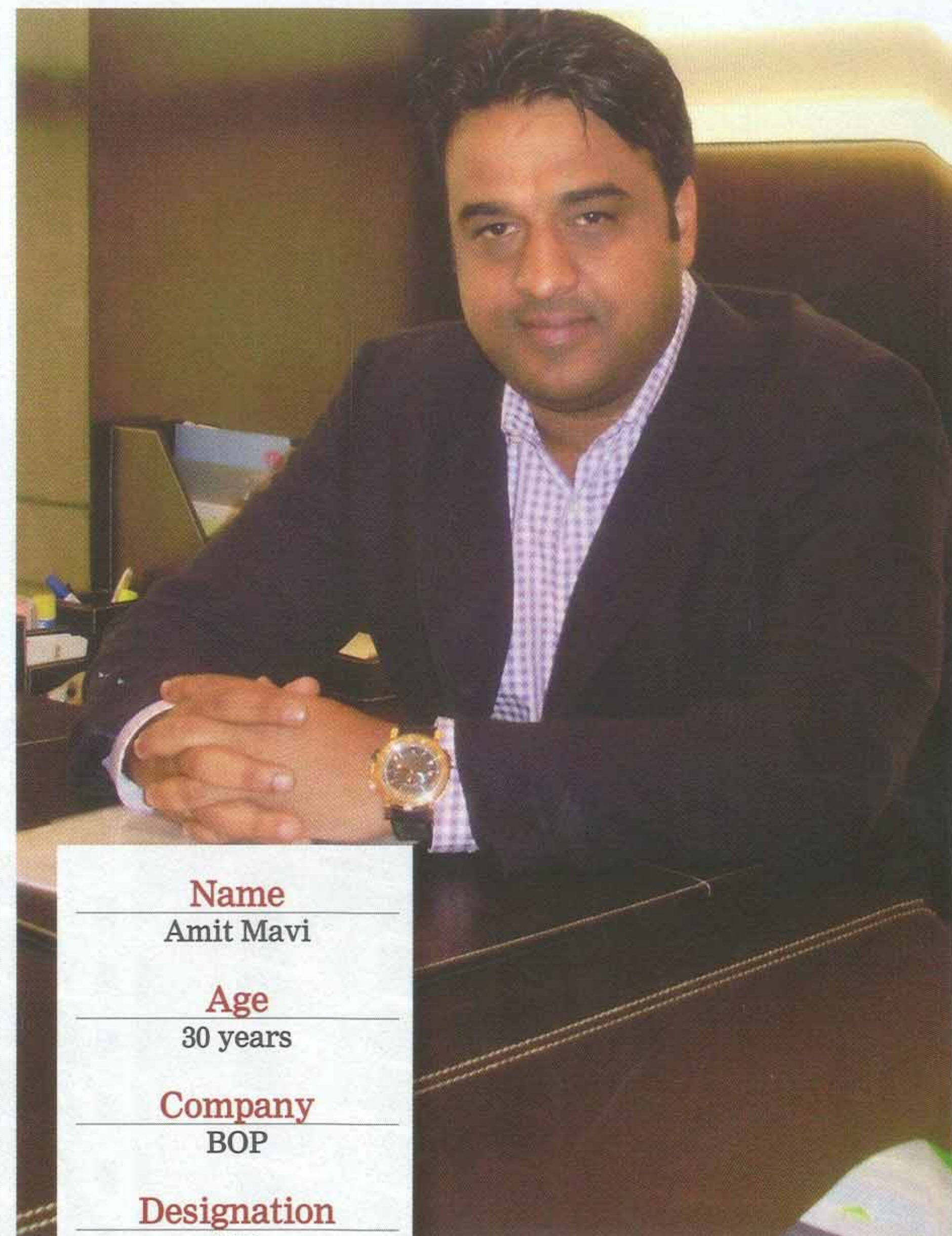
could club him together with young achievers who are building unique brands and changing the way we do business. His mission is to make BOP into a reputed international property consultant with global presence.

"As a leading real estate consultant, BOP serves the real estate needs of discerning clients. The company helped to find a dream home for over 9600 families in the last three years.

This is testimony to BOP's commitment in providing quality real estate solutions," explained Mr Sumit Ghosh, VP, marketing. Providing professional and personalized service to individual and corporate clients is what drives BOP. Recently, it started outlet known as BOP Studio in Agra, Moradabad and other cities where customers can get detailed information about home buying process. "Since its inception in 2007, in a very short period of time, we have come a long way.

"We started with small manpower comprising only four employees. The company now has a very handsome strength of 220 professionals. For better coordination, we have also established our own customer-care centre," added Mavi. In the last three years, BOP has grown exponentially, and can easily claim to become the biggest real estate brokerage firm in India. "If you take into account the total transactional value, BOP achieved a growth of more than 200% from the last financial year. And because of this, the company has witnessed an unprecedented growth," said Ghosh.

Over the last three years, BOP has developed a hi-performance channel network involving over 700 real estate consultants across India and the Middle East. Each of them is an integral part of BOP's success and in turn the company has developed a long-term rela-



Name	Amit Mavi
Age	30 years
Company	BOP
Designation	MD
Education	MBA from Australia

tionship with them. BOP's channel partners prefer working with it because it adds immense value to their businesses — both through quality real estate products and preferential status with our developers. This collaboration enables them to maximize their sales efforts. Company's partnership with the channel partners and associates is built on the same premise as its relationship with end-users. □□□