



# BUSINESS ASSOCIATES

THEY ARE ONE OF THE KEY DIFFERENTIATORS IN NCR'S REALTY SPACE. THE PHENOMENON OF THE BUSINESS ASSOCIATE AND THE INVESTMENT CONSULTANT IS SPURRING THE REALTY BOOM IN THE NATIONAL CAPITAL REGION



**AMIT MAVI**

## BETTER OPTION PROPMART

Incorporated as Better Option Propmart Pvt. Ltd. in 2007, BOP Group has come a long way in a very short period of time. In the last 4 years, BOP has grown exponentially, and can easily lay claim to being the biggest real estate brokerage firm in India w.r.t total transactional value. In FY 2010-11, they have delivered transactions worth over Rs. 45,000 million in the Indian and International markets. From a core number of 4 staff members in 2007, the Group now boasts of a very handsome strength of 500 professionals. Their corporate headquarters are in the world-class city of Greater Noida, with branches in 8 cities in North India, and one representation in the Middle East.

As a leading real estate consultant, BOP serves the real estate needs of discerning clients. Having helped find a dream home for over 24,000 families in the last four years is proof of the company's commitment to providing quality real estate solutions. Providing professional and personalised services to individual and corporate clients is what drives them and because of this, they have witnessed an unprecedented growth in a remarkably short span of time. One of the remarkable success stories of the national capital's real estate sector.

“OUR AIM IS TO PLAY A PROMINENT ROLE IN CREATING AN ORGANISED REAL ESTATE ADVISORY ENVIRONMENT WITHIN INDIA TO FACILITATE EMERGENCE OF HOMEGROWN IPCS.”

UNIT SOLD

24,000