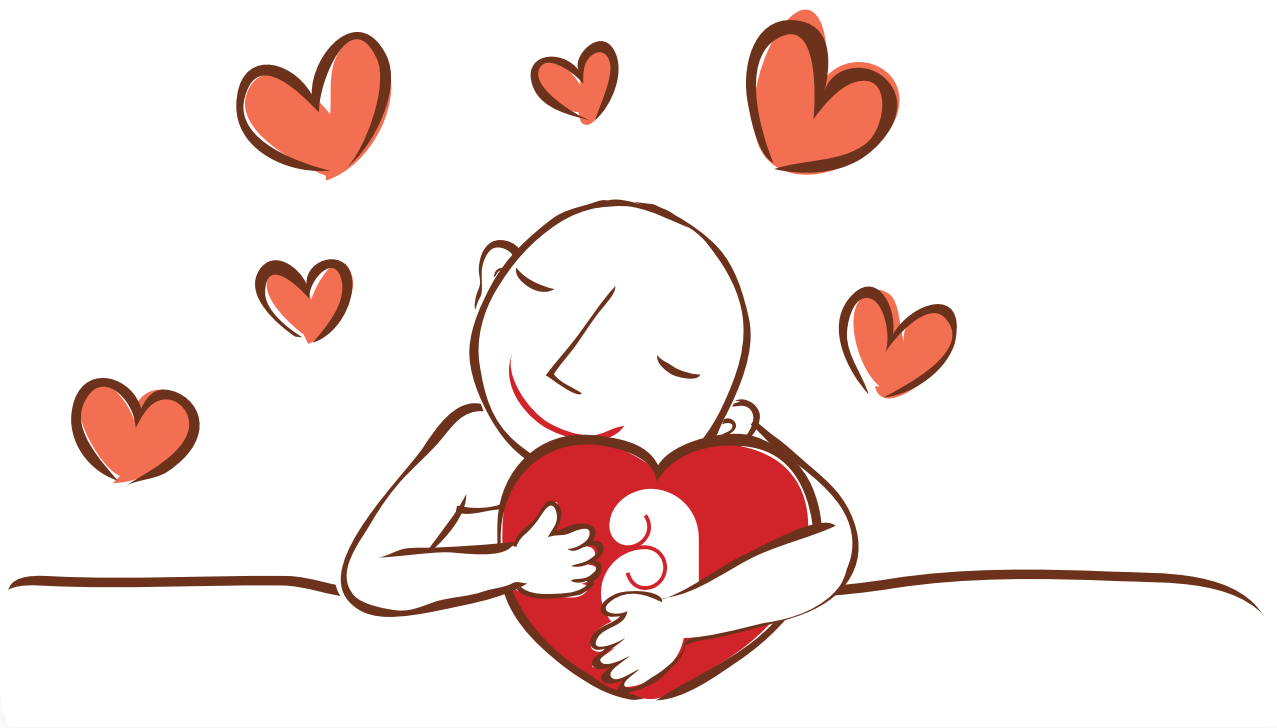
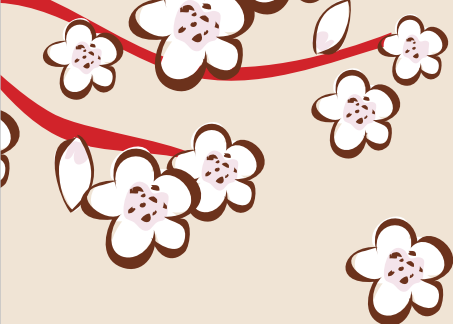


Nurturing
Customer
JOY







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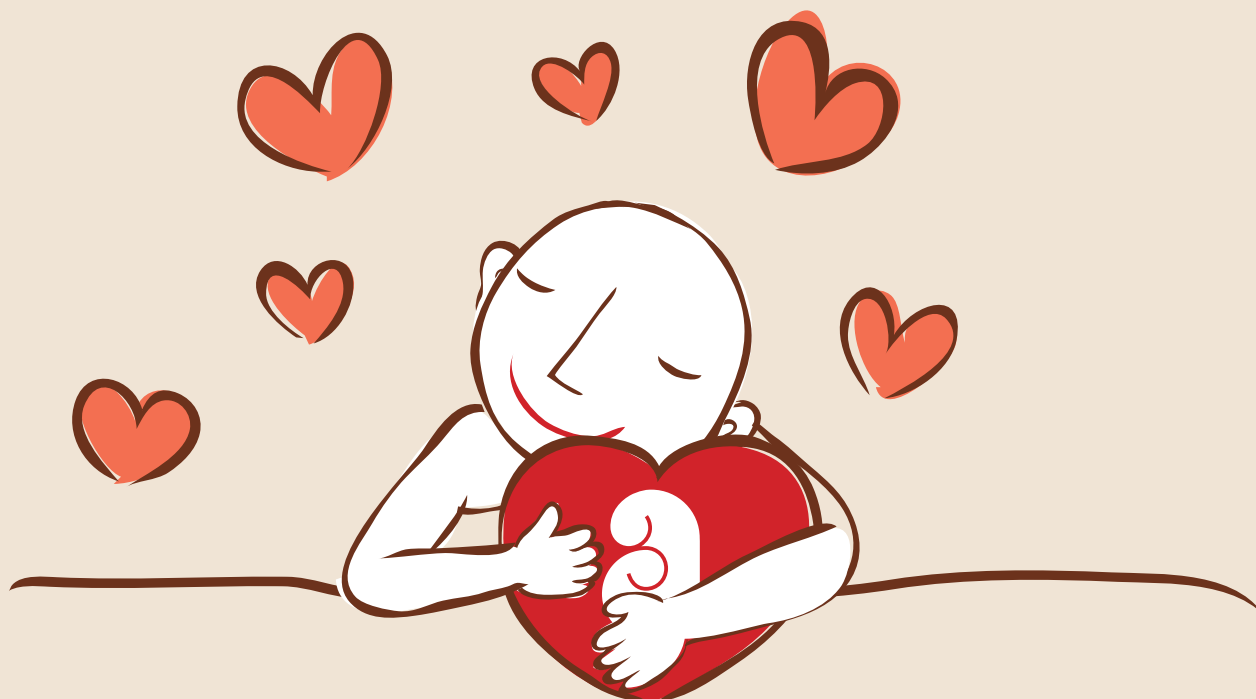
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Nurturing
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At the company's core, there is a philosophy of dealing with the customer - transparently and nurturing customer joy on an ongoing basis. This is how our founder built the Ashiana brand. We take pride in the fact that we have satisfied customers, who appreciate our way of doing things.



A satisfied customer is our biggest brand ambassador. We have grown on the strength of the trust that our customers have built in our brand, and we prize this trust above anything else.

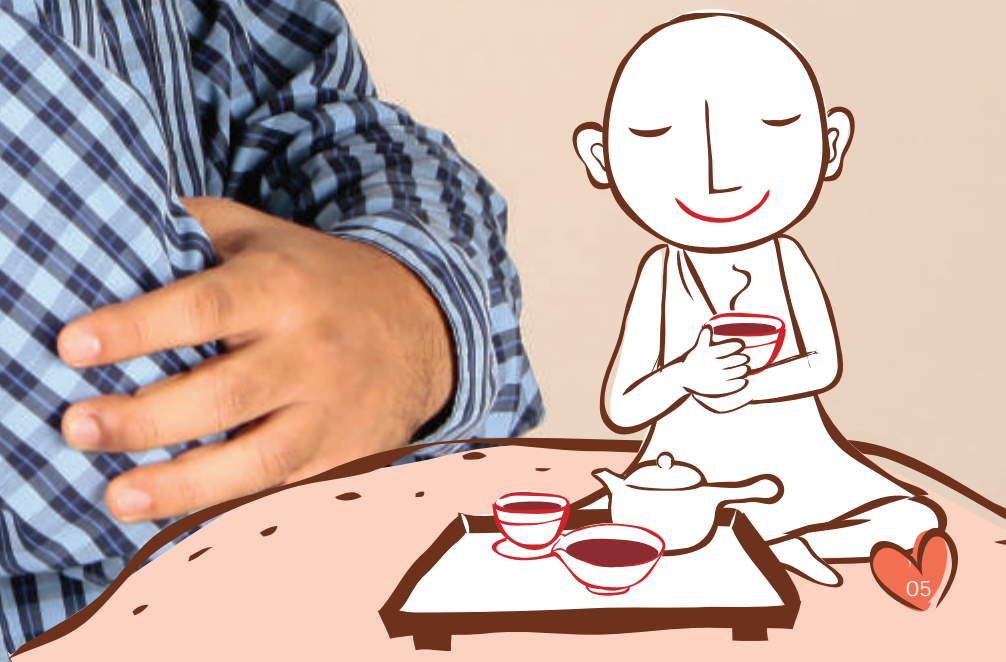
Satisfied customers also help us in another aspect - by focusing our teams' efforts towards a single goal. Over time, focus on keeping customer first has helped us build a unique culture that has helped us grow with minimum attrition.

Our customers have had a big hand in building the Ashiana's success story. Today we can say with pride that a majority of Ashiana's sales are referral sales, all through satisfied customers. This is an incredible strength that not many in the industry can claim.



"Ashiana not only gives us the safety
of investment but also gives us the assurance
that we are in safe hands."

Mrs & Mr. Rahul Mishra
Vrinda Gardens, Jaipur





"The lifestyle and security of their projects are planned to enhance the pleasure of our living."

Mrs. & Mr. Manoj Rana
Ashiana Town, Bhiwadi

With over 2000 units lined up for handing over during FY2015-16, Ashiana has taken up 'Happy Handover' as focus area for the entire organization. Through this process Ashiana aspires to make the possession process for the customer to be happy and a memorable one.

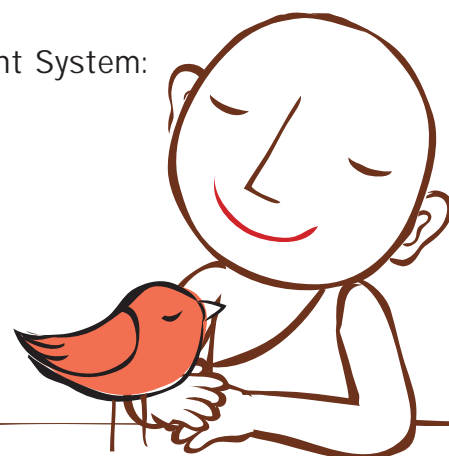
The following are the pillars of this theme:

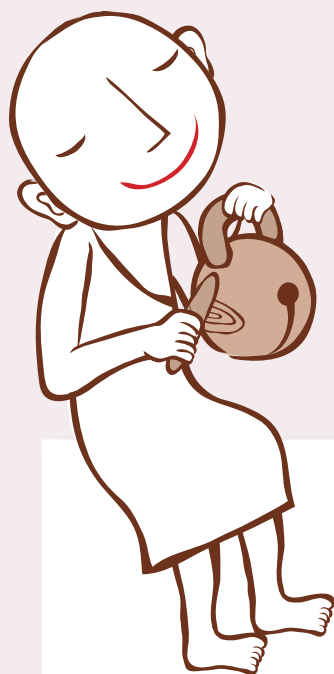
Operationally Ready Buildings: The engineering team should ensure that the flat being handed over to the customer is operationally ready in all aspects.

Hassle Free Handover: From the moment IOP (Intimation of Possession) is received by the customer till the handover of the keys, the entire possession process needs to be hassle free for the customer.

Physical Handover - WOW Moment: This pillar endeavors to make the moment of physical handover of the keys happy and memorable for the customer.

Customer Satisfaction Measurement System: KHUSHIMETER





Customer Satisfaction Measurement System KHUSHIMETER



Happy



Okay



Unhappy