

## Gera Developments announces Superstar 'Amitabh Bachchan' as Brand Ambassador



**Pune, Maharashtra Jul 14, 2023 ([Issuewire.com](https://www.issuewire.com))** - Gera Developments, pioneers of the real estate business and the award-winning creators of premium residential & commercial projects, has signed legendary actor and global Bollywood superstar 'Amitabh Bachchan' as the Brand Ambassador and the face of the brand. With the announcement, Gera Developments becomes the first Pune-based company to rope in the most iconic celebrity and nation's pride, Amitabh Bachchan.

Aligned with the philosophy 'Let's Outdo', Gera Developments continues to strive to strengthen its focus on customer centricity by offering novel infrastructural ideas and theme-based projects as well as digitally transformed processes to create a long-term customer connect. With the star actor's ability to constantly outdo himself and defy age, Amitabh Bachchan has not only reinvented himself to stay relevant but has also created a personal bond and an emotional appeal with one and all which is in sync with the Gera brand ethos.

**Mr. Rohit Gera, Managing Director of Gera Developments**, said, "We are delighted to have legendary Bollywood actor Mr. Amitabh Bachchan as the face of Gera Developments. Mr. Bachchan is the ultimate Outdoer and he embodies the Gera brand mantra to Outdo. With a long and exemplary career, he has reinvented himself year after year and continues to be one of the most respected film personalities. This was important for us at Gera as stability and trust is our key brand attributes. We saw an immediate resonance with the brand Gera especially our trend setting ChildCentric® Homes. The resilience of the brand Bachchan cuts across not just the general audience but even the elite."

Speaking on his alliance with Gera Developments, **Bollywood actor Amitabh Bachchan**, said, “I look forward to my endorsement association with Gera Developments. I especially liked their innovative concept and focus on Child Centric Homes. They have been in the real estate development business for over 50 years, which is a commendable achievement.”

**Rohit Gera further added that**, “As we embark on a new growth path, we believe having a brand ambassador for our brand Gera will help get our message to a wider audience and this will, in turn, aid our growth story. Our guiding belief of keeping our customers first in mind will always motivate us to Outdo. Our unwavering focus on innovating and improving real estate to meet shifting lifestyle dynamics while upholding the premium living experience will enable us to deliver unique experiences surpassing our customers’ expectations. It is an opportune time to launch our iconic brand ambassador while we continue to work with an impressive roster of celebrity ambassadors for ChildCentric® Homes. Home buying is an extremely emotional decision, one that is made with hopes, dreams and aspirations. We welcome Mr. Bachchan and are optimistic that this association will further reinforce our business position and help us strike the right emotional chord with our valuable customers.”

Gera Developments’ signing with Amitabh Bachchan as its Brand Ambassador will shortly witness the launch of a media campaign. Gera also plans a slew of activities to connect with existing and potential homebuyers better, especially those seeking residence in a thoughtfully designed project like Gera’s ChildCentric® Homes that suits the needs of children and parents alike.

The announcement of introducing actor Amitabh Bachchan as its Brand Ambassador comes at a time when Gera has put in place a strong development pipeline and will have 5.5 million sq. ft. of saleable area under development in Pune.

As trailblazers of a new category of living spaces, ChildCentric® Homes projects have so far garnered exceptional response and there are plans to expand this portfolio by venturing into new markets. Built with the vision of helping children soar and designed to meet the needs of young home buyers, this multifaceted project gives working parents with young children the opportunity to live in a nuclear format and equip themselves with resources that help upgrade their lifestyles. This never-before-seen housing solution provides an array of amenities, including hobby classes, recreational zones, multiple parks, sports academies, and dance and music institutes, among others. All in all, this concept-based project provides residents with premium homes and modern infrastructure facilitating safety, fun, convenience, and development among children.

#### **About Gera Developments Pvt. Ltd. (GDPL):**

Gera Developments Private Limited, a 52-year, reputed brand, one of the pioneers of the real estate business in Pune, is recognized as the creator of premium residential and commercial projects in Pune, Goa, Bengaluru and has now marked its global presence through developments in California, USA.

GDPL prides itself on providing long-term enjoyment to customers by having a distinct ‘customer-first approach. The philosophy of GDPL is “Let’s Outdo,” which rests on the trinity of innovation, transparency, and enhancing customer experience. It is at the heart of GDPL’s effort to infuse innovation and transparency in real estate and home building, with an unwavering focus on meeting the shifting lifestyle dynamics of their customers while upholding the premium living experience. Accordingly, there are many ‘firsts’ that stand to GDPLs credit.

The company introduced a 5-Year Warranty on Real Estate consisting of Preventive Maintenance & Repairs and provision of Insurance of buildings way back in 2004 for the first time in India. RERA

mandated the same only in 2017. And GDPL has now introduced India's first & only 7-year warranty in real estate. It has designed and launched the pathbreaking concept, the award-winning ChildCentric® Homes, which has revolutionized the real estate sector for both the developer and the home buyer. Other revolutionary and highly successful product lines have been Intelliplexes™, SkyVillas™, and The Imperium series.

These products are matched by the services of the GeraWorld® Mobile App, which brings speed, convenience, and transparency to the buyer and enhances the customer experience. GDPL has also launched the Club Outdo initiative, a tech-driven loyalty and referral programme that provides multiple benefits, offers, and community engagement opportunities to existing and new customers.

The company emphasizes delivering value-added experiences to customers and is driven by trust, quality, customer first, and innovation. The projects are designed around the evolving needs of their customers. The company has won several national and international awards on both the product and service front. GDPL also continues to be certified as 'India's Great Mid-Size Workplaces' by the Great Places to Work (GPTW) Institute for the sixth straight year in a row. GDPL has also ranked #18 on the list of Best Small and Medium Companies to Work for in Asia in 2021.

GDPL envisions bringing out the best of real estate in India. As it redefines new standards of service orientation, product innovation, real estate marketing, and brand building, it is consistently generating fresh value for its stakeholders and raising the bar for the industry.

Please visit [www.gera.in](http://www.gera.in) for more information.

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