

## PROJECTS DON'T FAIL TO SELL THEY FAIL TO MAINTAIN CONTROL

### Growth isn't Manual Anymore, it's Engineered

For years, developers have relied on a familiar formula: strong launches, aggressive marketing, wider broker networks. And yet, many projects still face the same challenges—pricing pressure, slow absorption, inconsistent sales velocity and unpredictable cash flows. With the recent market shifts, the real question is no longer: Will the project sell? The real question is: How much control do you have over how it sells?

#### THE REAL PROBLEM TODAY ISN'T SALES

It's the factors slowing sales down. Many projects struggle not because of execution alone, but because of revenue design flaws. Developers often face uncertainty around what will actually sell, pricing that requires

#### WHERE MOST MODELS FALL SHORT

The industry still runs on old repetition:

- Same templates
- Same playbooks
- Same "proven strategies"

But today's buyer is evolving faster. More informed. More selective.

Repetition doesn't create consistency. It creates leakage. Premiumization is not about pricing higher. It is about designing value the market absorbs.

In a market like Pune — where demand exists but predictability doesn't — the rules of real estate success are changing.

— **Abhishek Mishra, Founder, Sellability**



#### CASE STUDIES

- ♦ **Fastest Selling Project**  
The Canary Residence Collection, Kunal Group  
○ Location: Balewadi  
○ Outcome: 42% price hike since phase 1 launch, 850+ units sold, 1000+ Cr. Revenue
- ♦ **Turnaround Project**  
The Address, Utsav Homes  
○ Location: Aundh  
○ Outcome: Project Nearing Sold out!
- ♦ **South Pune Entry**  
Ambience Vivanta, Kakkad & Ambience Group  
○ Location: Katraj Kondhwa  
○ Outcome: 1500+ walk-ins, 5 months, 40% project sold out at launch phase
- ♦ **Positioning & Market Reach-out**  
My Homes, Goyal properties  
○ Location: Upper Kharadi  
○ Outcome: 60% Units sold in 2 months launch, 11% price hike in 10 months.
- ♦ **Fastest Selling Commercial Project**  
Maruti Millennium Towers, MB Group  
○ Location: Baner  
○ Outcome: Sold out in 12 months
- ♦ **Upcoming Portfolio**  
5,000+ Cr. Inventory Spread Across Pune's Key Growth Markets

#### FROM EFFORT TO ENGINE

Not every project moves up. Only the ones built on the right system do.

- From:**
- From Uncertain launches to Structured market entry
  - From Pricing pressure to Price control
  - From Slow absorption to Sales velocity
  - From Inventory stress to Predictable cash flow

#### IMPACT AT SCALE

- ♦ 18L+ sq. ft. sold
- ♦ 2500+ units
- ♦ 50,000+ walk-ins
- ♦ ₹2500+ Cr revenue

#### DEVELOPER QUOTES

The right project design today goes beyond layouts and amenities. Sellability's understanding of market trends, buyer behaviour, and infrastructure shifts helps shape sharper strategies, strengthen product positioning, and improve long-term project performance. Their on-ground experience enables them to anticipate change early and drive sustainable growth.

— **Hemendra Shah, Director, Kunal Group**

Beyond closing sales, Sellability brings strong networks, market intelligence, and real-time insights that help accelerate cash flows and reduce market risks. Their focused execution and hustle create stronger sales momentum than a conventional in-house setup.

— **Satish Bansal, Director, Utsav Homes**

Sellability enabled a faster market entry through its strong distribution network and channel reach. The rollout ensured sharp product positioning while strengthening the developer's brand image, and their transparent communication and structured sales approach delivered a seamless customer experience beyond just transactions.

— **Prerit Goyal, Director Sales and Marketing, Goyal Properties**

The launch of Canary Sky Oasis at Balewadi marks a significant milestone for Sellability — bringing to market an exclusive collection of 3 BHK residences and duplex across 8+ lac sq.ft. carpet.



The Canary Sky Oasis team at a recent CP launch event

#### RECENT AWARDS & RECOGNITION



♦ Best mandate consultant of the year - Realty+ India Brand Leadership Conclave 2025

♦ Best marketer of the year - The Realty+ Conclave Excellence Award 2024

♦ The best selling project of the year Maruti Millennium Tower The Realty+ Conclave Excellence Award 2024

constant correction, strong launches that fail to sustain momentum, inconsistent distribution and channel contribution, poor lead-to-conversion ratios, and unpredictable inventory movement. These are not merely execution gaps — they are foundational design gaps that directly impact a project's performance, scalability, and long-term viability.

#### HOW SELLABILITY ACTS AS GROWTH ARCHITECTS

Growth isn't driven by isolated decisions. It is engineered through a system where every lever works in sync.

#### A SHIFT FROM SELLING TO DESIGNING REVENUE

This shift is not about doing sales better — it is about designing outcomes differently.

Sellability's approach integrates positioning, pricing, distribution, and conversion into one aligned revenue strategy, instead of optimising them independently. Because in real estate, value is often lost not in execution, but in the disconnect between decisions. Unless the entire system works cohesively, scale and sustainability become difficult to achieve.

Before execution begins, the entire revenue lifecycle is mapped with clarity and intent.

#### WHAT THEY DEFINE UPFRONT

- **What to release** — Strategic inventory sequencing
- **When to release** — Market-responsive timing
- **At what price** — Demand-aligned pricing
- **For which buyer** — Clear segment targeting
- **Through which channels** — Conversion-focused distribution

#### THE ARCHITECTURE BEHIND GROWTH

The process begins with strategy and market intelligence — defining the right product, pricing, and go-to-market approach. This is powered by an integrated engine of marketing, sales, and channel ecosystems working together to drive sustained absorption and velocity.

Every decision is supported by real-time visibility and market feedback loops, enabling continuous refinement, sharper responsiveness, and stronger long-term performance.

#### THE INFRASTRUCTURE BEHIND PERFORMANCE

Sellability OS™ is not a tech stack—it is a revenue control system designed to ensure that strategy translates into outcomes on the ground.

Built across five integrated layers, it manages the entire lifecycle of demand and conversion. It begins with demand capture, where lead generation architecture, channel mix, and cost-quality balance are optimised to attract the right audience—not just higher volumes. This flows into demand qualification, where buyer intent is mapped, leads are filtered, and a qualified pipeline is built instead of raw inquiries. The conversion engine then focuses on designing the sales journey, refining scripts and objection handling, and optimising the on-ground experience to improve visit-to-booking efficiency. Parallely, the channel performance layer ensures that broker ecosystems are structured, segmented, and tracked—reducing dependency while improving productivity. Finally, the revenue visibility layer integrates CRM systems, real-time dashboards, and inventory analytics to provide continuous insight into performance across phases. Together, these layers ensure zero leakage, full visibility, and consistent execution—because strategy without infrastructure is only intent; infrastructure is what converts it into revenue.

**Growth doesn't come from doing more. It comes from systems and the right teams that engineer revenue.**

#### THE TEAM

A team that blends strategic thinking with on-ground execution. Led by Abhishek Mishra, Founder, Sellability (IMT Ghaziabad, IIM Ahmedabad, Ex-Lodha), they bring institutional rigor and real-market understanding to every project.

They operate as an extension of the developer's team—ensuring every strategy is executed, refined, and built to deliver results.

Every project is different. Treating them the same is where problems begin.

#### WHAT SELLABILITY DOES

Every project carries a different market reality — location dynamics, buyer intent, inventory mix, absorption potential, competition, and pricing elasticity. Treating all projects with the same sales template is where performance begins to weaken.

Sellability approaches each project through a customised revenue lens. The strategy is built around the project's specific strengths, target audience, market timing, and growth potential — ensuring that positioning, pricing, inventory release, channel strategy, financing enablement, and customer experience are aligned to the opportunity on ground.

Instead of applying standardised playbooks, the focus remains on designing market-fit systems that improve absorption, strengthen pricing power, accelerate conversion, and create sustainable sales momentum. This includes tighter control over inventory sequencing, cash flow visibility, collections, buyer financing, and lifecycle management — ensuring commercial performance remains predictable across every stage of the project.

At a strategic level, Sellability supports developers across the larger growth ecosystem through market expansion strategy, capital advisory, land assessment, project turnaround, positioning, brand alliances, and revenue optimisation — ensuring every stage of the development lifecycle remains commercially aligned.

From entry to exit, Sellability doesn't just manage projects — it engineers how they perform. This is driven through the Sellability Intelligence Loop™: Intelligence, Strategy, Execution, and Optimization.

#### A THINKING-LED APPROACH IN A TEMPLATE DRIVEN INDUSTRY

- Bespoke frameworks (not templatised playbooks)
- Senior-led strategy with depth across Positioning, customer experience and execution
- Pedigree driven teams, quality of thinking at every level
- Ownership-driven execution, aligned with developer outcomes — not activity

#### WHO THEY WORK WITH?

Sellability is very selective about its partnerships. They work with the developers who are clear that they want to move up with considerable size and scale with clear timelines and right values.

#### THE NEXT PHASE OF REAL ESTATE

"The next phase of real estate will not be driven by more inventory or

more marketing—but by sharper decisions. As the market becomes more data-aware and buyer behaviour continues to evolve, developers will increasingly rely on systems, intelligence, and integrated ecosystems to drive performance. Sellability is building towards that shift—operating not just as an execution partner, but as a knowledge-led platform that connects strategy, on-ground performance, and PropTech-driven insights into a single revenue engine. In a market where most firms optimise campaigns, Sellability focuses on optimising outcomes," says Abhishek Mishra.

For more details contact:  
B 1203, Amar Business Zone, Baner, Pune, Maharashtra, India - 411045

MahaRERA No.: PR1261012502867  
<https://maharera.mahaonline.gov.in>



The Canary Sky Oasis, Balewadi

Is your project on the right system? Discover your Sellability Score™.



For more information scan the QR code

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