

PROPTECH & REAL ESTATE GROWTH

Ivy Woods & Project Rudraanganam

Plotted venture + arts village & resort, Gajwel (≈1 hr from Hyderabad)

BRAND · BUILD · LAUNCH · SALE · LEAD GEN

The challenge

Ivy Woods is a DTCP-approved plotting venture on the Shamirpet road, nestled in the fast-developing Gajwel region, attached to Project Rudraanganam — 'The Courtyard of Rudra', an arts village and resort themed on culture, nature and the Nataraja, built for artists, art lovers and holiday-home buyers. Selling a vision this layered needs more than listings.

What we did

DWI was engaged on an end-to-end sales and marketing mandate: website development, inbound lead generation and customer acquisition through to sales — with Rudraanganam's website and inbound engine designed and run by us as well.

The outcome

Real estate run on the full Idea-to-Sale route: we are measured on plots sold and resort interest generated, not impressions served. The same model now powers our work for Neemsboro, Oxygen Homes, ISC PropEx, AINFRA and a greenfield venture at Yadagirigutta.

Have a similar challenge? DWI.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at www.dwi.agency/start-project.html or write to vinod@dias.works.