



# House of Hiranandani

REBRANDING AN ICON

# Hiranandani Group

Founded by Niranjan Hiranandani and Surendra Hiranandani in 1981. Since its inception the group honed its excellence and reiterated its commitment towards quality construction and development of world-class integrated communities.

The group as a whole has recently undergone strategic structural changes – with two brands emerging as a result.

- Hiranandani Constructions – Headed by Niranjan Hiranandani
- Hiranandani Upscale – Headed by Surendra Hiranandani

# The Brief

To create a new and differentiated identity for the Hiranandani Upscale brand while retaining the legacy and heritage of Hiranandani Group.

# Our Solution

VGC crafted an all new strategy and brand mark to signal the change. A comprehensive and concise Brand Architecture has been developed to bring the brand to life – **creating a Brand of impeccable legacy and stature...**

In order to create and communicate the brands' larger-than-life presence, VGC rolled out a **cohesive campaign** across both **traditional and digital communication touch points.**

## Positioning Route

What you have inherited from your father, you must earn over again for yourselves, or it will not be yours.

– Johann Wolfgang von Goethe

# Challenge Ahead

- Naming and establishing Hiranandani as the upmarket, aspirational & luxury brand of stature
- Which leverages the existing brand equity of Hiranandani Group
- Takes it forward to meet the new markets and its requirements and challenges in new emerging India

# The Market Place...

- Every builder today endeavours to build themselves into a **specialised real estate developer**
- **Luxury , lifestyle , aspiration** are gradually becoming everyone's Mantra
- The category is increasingly getting **cluttered**

# The Opportunity...

~~To be another luxury lifestyle brand.~~

Take a leap ahead – Go Beyond.

Evolving a Brand isn't about rejecting who  
you have been or your origins,  
it's about becoming a better version



it is about carrying the name, the legacy  
forward... towards a better future

## Old Identity



New Identity



HOUSE OF

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HIRANANDANI

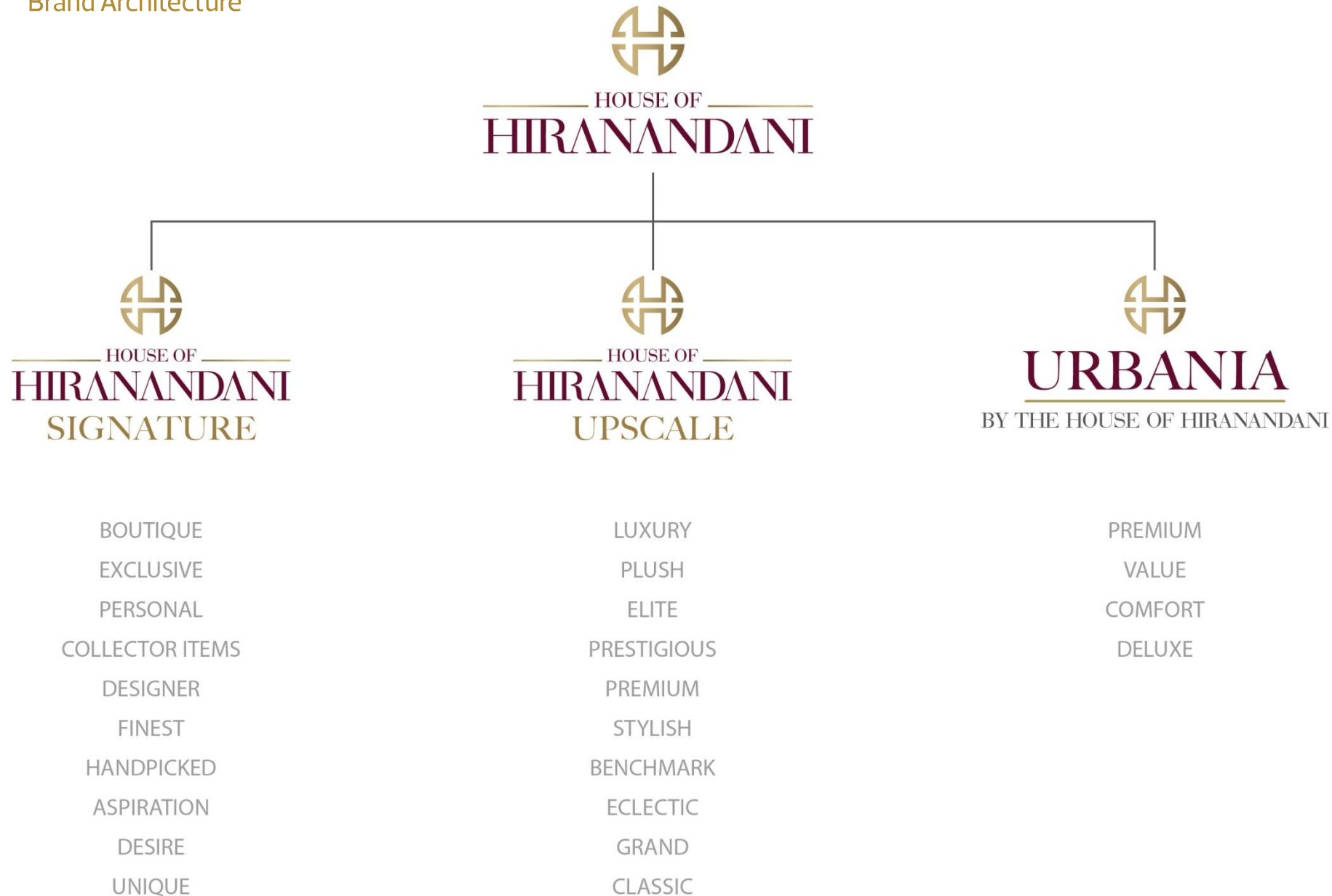


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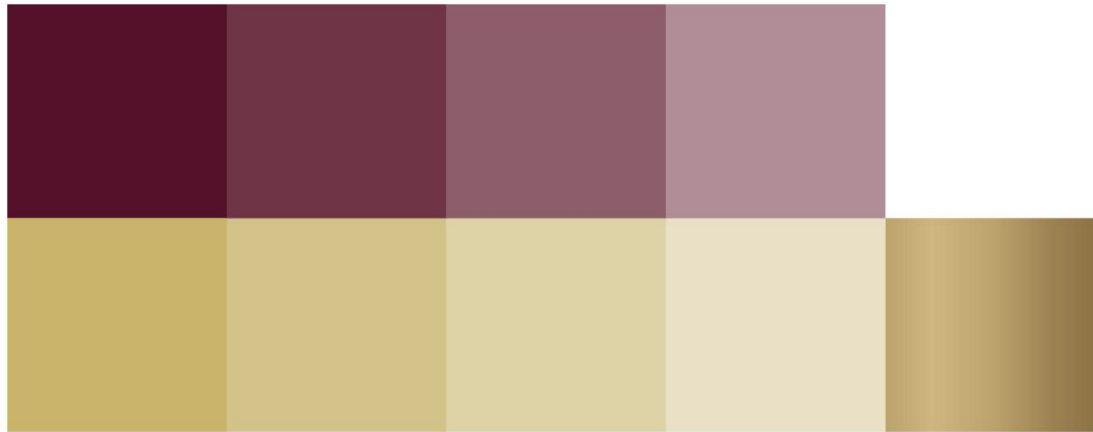
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# HIRANANDANI

Brand Architecture



## COLOUR PALETTE





Olympia, Central Avenue, Hiranandani Business Park, Powai, Mumbai - 400 076  
Tel: +91 22 2576 3500/ 4007 6566, Fax: +91 22 2570 6480, [www.houseofhiranandani.com](http://www.houseofhiranandani.com)



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NEHA HIRANANDANI  
Director

HOUSE OF HIRANANDANI  
Olympia, Central Avenue, Hiranandani Business Park,  
Powai, Mumbai - 400 076  
Direct: +91 22 2576 4000/ 08, Tel: +91 22 2576 3500/ 4007 6566  
Fax: +91 22 2570 6480, E-mail: [neha@hiranandani.com](mailto:neha@hiranandani.com)  
[houseofhiranandani.com](http://houseofhiranandani.com)



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Fax: +91 22 2570 6480, E-mail: [neha@hiranandani.com](mailto:neha@hiranandani.com)  
[houseofhiranandani.com](http://houseofhiranandani.com)





















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## Teaser ads



  
HOUSE OF  
INSPIRED LUXURY



  
HOUSE OF  
STYLISTIC LUXURY



## Teaser ads



  
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NEW URBANISM  
& NOUVEAU DESIGNS



  
— HOUSE OF —  
BEAUTY, GRACE &  
STYLE



HOUSE OF  
STYLISTIC  
LIVING



HOUSE OF  
CONTEMPORARY  
CHIC



HOUSE OF  
INNOVATION



THERE'S ONLY ONE  
HOUSE OF VISIONARY LIVING EXPERIENCES.  
ALLOW US TO GIVE YOU THE ADDRESS.



With inception in 1978, the House of Hiranandani was born from a vision to transform land into mega-scale urban cities that soar to the azure skies. The sophistication of a trendy uptown address, the grandeur of space and metropolitan chic has strikingly raised the style quotient of the citizens of the House of Hiranandani many times over. Feel free to discover our vision translated in our ongoing and future projects.

APARTMENTS AT BANNERGHATTA • VILLAS, COTTAGES AND APARTMENTS AT DEVANAHALLI • COMMERCIAL SPACES AT E-CITY

50, Outer Ring Road, Vijaya Bank Colony, Banaswadi, Bengaluru 560043. Tel: 7760200001/02/03/04 E-mail: bangalore@hiranandaniupscale.com www.houseofhiranandani.com

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www.vgc.in



# THE NEW WORK ORDER

  
VYAS GIANNETTI CREATIVE  
**THIRANANDANI**  
PUBLISHED BY VYAS GIANNETTI CREATIVE



OPULENCE MEETS ELEGANCE.  
REGAL MEETS ROMANTIC.  
YOUR ASPIRATIONS MEET SIGNATURE LIVING.



House of Hiranandani presents Seagull by Hafeez Contractor.

One look at Seagull and you'll be reminded of passion, love, beauty and grandeur of an era remembered for the romantic sagas of the royals. An excellent example of art and craftsmanship, Seagull is nestled in vast expanse of lush greenery. Each east-facing apartment offers sublime view of the sea. Conceptualised by Hafeez Contractor, this signature building is a regal and romantic setting for a lifestyle that can be found only in classic literature.



HOUSE OF  
HIRANANDANI  
SIGNATURE  
LIVING

Other Signature properties at Devanahalli & Bannerghatta in Bengaluru.  
5/63, Old Mahabaleswaram Road, Opp. Sipro IT Park, Egattur, Kelambakkam, via Kanchipuram Dist., Chennai- 603 103  
T: +91 7738386546, +91 9940522444 | E: signature@houseofhiranandani.com | [www.houseofhiranandani.com](http://www.houseofhiranandani.com)

Disclaimer: The layout details, amenities and facilities mentioned above are subject to change/variation within the complete development/ are subject to modification, amendment, changes and revocable, without any notice, at the discretion of the Developer.

# ETHNIC TO REGENCY. COLONIAL TO CONTEMPORARY. SINGAPORE TO BENGALURU.



**House of Hiranandani presents Signature Villas with Patty Mak's eclectic design inspirations.**  
An interior artisan from Sui Ying Designs, Patty Mak fuses the stylistic polarities of the East and West to create the perfect balance of yin and yang. Her sense of style ranges from ethnic to regency and colonial to contemporary. In India, she makes her debut with House of Hiranandani's Signature Villas, Bengaluru.



Other Signature properties at OMR in Chennai & Bannerghatta in Bengaluru.  
MH7, Near BIAL, Trumpet Junction, Devanahalli, Bengaluru | T: +91 7738386546, +91 8861309281  
E: [signature@houseofhiranandani.com](mailto:signature@houseofhiranandani.com) | [www.houseofhiranandani.com](http://www.houseofhiranandani.com) | [www.hiranandani.com](http://www.hiranandani.com)  
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## FTTH application design



# Client Speak!

“The logo reflects our enterprising spirit that embraces the challenges of creating new and flourishing communities that will last for generations.”

**Mr. Surrendra Hiranandani**

Founder & Managing Director, House of Hiranandani



“I received accolades for the quality and content of the communication and the newly crafted brand name, for which the real credit goes to team VGC”

**Ms. Neha Hiranandani**  
Director, House of Hiranandani



Thank You

[vgc.in](http://vgc.in)