Roundup Kerala.com
A complete News House NOW WITH DOOR nocker

Date :

Proposal for Participation

Exclusive Offer for the First Chapter of Thiruvananthapuram Edition

To,

Dear Sir/Madam,

After the successful completion of operating **28+ local community test groups** for more than **eight months** across the **Vattiyoorkavu** and **Nemom Assembly Constituencies**, **Roundupkerala.com's Thiruvananthapuram Edition** is now entering its next phase of building fully functional neighbourhood readers' communities.

As part of this initiative, we are also launching **CityDiary.Roundupkerala.com -** a comprehensive digital city diary & local guide for Thiruvananthapuram. The platform will feature verified information including:

- Residents' Associations
- Places of Worship & Pilgrim Centres
- Government Offices
- Educational & Business Institutions
- Healthcare Facilities
- Real Estate Updates
- Job Opportunities
- Automobile Listings
- Other essential local services and community information

As the **first chapter of the Thiruvananthapuram Edition**, listings for the **Ulloor, Akkulam, and Cheruvakkal** regions are now in the final stage of completion. Reader groups for these areas have also been established and are steadily expanding.
All verified listings from the selected region will be featured in a **Digital PDF Magazine**, with direct links to their detailed listing pages on City Diary. A limited number of printed copies of the magazine will also be produced and distributed during promotional and community outreach activities.

As a respected institution serving this region, we invite your participation and support in this community-focused initiative. Once your institution becomes a part of the **Readers Connect partner network**,

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your visibility and promotional reach will extend across all areas covered by the **RoundupKerala Thiruvananthapuram Edition**.
As the edition expands to additional localities, your institution will continue to receive exposure through the growing network of readers' groups and community platforms.

Participation Package Includes

1. verified Listing in CityDiary.Roundupkerala.com (Valid for 365 Days)

A detailed profile of your institution, including contact information, services, photographs, location, and other relevant details, published for 365 days.

2. Smart Way Interview programme

A 4–7 minute video highlighting your institution, its services, achievements, facilities, and community contributions. Upcoming activities of first chapter are will be highlighted. Content will be included in YouTube, other social media handles and in roundupkerala.com news network also.

3. Readers Connect Subscriber's Offer (Valid for 365 Days)

Offers provided by **Readers Connect Partners** will be circulated every month across all **RoundupKerala Readers Groups** within the Thiruvananthapuram Edition. These offers will also be promoted through the official **RoundupKerala.com digital platforms and social media channels**, ensuring continuous visibility throughout the package period.

This monthly promotion serves as an effective **branding and customer engagement tool**, helping partner institutions:

- Increase brand visibility across the Thiruvananthapuram Edition.
- Reach active local readers and community members on a regular basis.
- Generate enquiries through direct digital links to their CityDiary listing, promotional offers, and contact information.
- Build long-term awareness and strengthen their presence within the local community.

4. In addition, your institution will receive one promotional follow-up news in every four months, helping maintain visibility and engagement throughout the year

5. **Free staff recruitment assistance** through Doornocker Career for the entire duration of your package, reporting vacancies and connect with suitable local candidates whenever required and available.

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Institutional Participation Package

Package Components	Benefits Included	Standard Value
Verified Listing in CityDiary.Roundupkerala.com	10-month subscription + 2 months free (12 months total)	₹25,000
Readers Connect Offer Partner Scheme	10-month subscription + 2 months free, one 365-day promotional offer, monthly promotion across all Readers' Groups, one follow-up promotional news feature every four months, and promotion through RoundupKerala's digital and social media platforms	₹25,000
Smart Way Interview	One 4–7 minute video interview highlighting your institution in SMARTWAY video content.	**FREE**
Doornocker Career Recruitment Assistance	Free staff recruitment support throughout the package period	**FREE**

| | **Total Package Value** | **₹50,000** |

Special Launch Offer

As part of the launch of the first chapter of the Thiruvananthapuram Edition (Ulloor, Akkulam & Cheruvakkal), we are pleased to offer this complete package at a special introductory price of only ₹15,000/-.

| | **Special Offer** | **₹15,000** |

Kindly note that the introductory price is available only to selected institutions situated in the Ulloor, Akkulam, and Cheruvakkal area as part of the first phase of CityDary.Roundupkerala.com.

This initiative is designed to create a strong connection between local institutions and the com munity through trusted digital information, neighbourhood reader networks, and targeted local promotions. We sincerely invite your organization to become one of the offer partners of this project and contribute to building a stronger, better-connected local community.

We look forward for your positive response and valuable support.

Thank you.

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Dedicated Sales Assistance for Real Estate Projects

In addition to the promotional benefits included in this package, RoundupKerala.com offers a Dedicated Sales Assistance Campaign for developers and builders promoting apartments, villas, gated communities, and residential projects.

Through our Readers' Groups, CityDiary platform, Readers Connect programme, and continuous community engagement activities, interested buyers can connect directly with your sales team. Our network helps generate genuine local enquiries from residents actively seeking housing and investment opportunities. Our field representatives, who regularly interact with local residents through community activities, deliveries and other engagement programmes, also identify and refer potential buyers for your projects.

For projects that are successfully sold through leads generated or referred by RoundupKerala.com, a success-based service fee of 3% of the final sale value of the apartment, villa, house, or other residential property will be applicable.

We look forward to your positive response and valuable support.

Thank you.

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