

Press Release

Jain Group Joins Hand With CII's Youth Forum, Young Indians, To Create An Election Awareness Campaign #UNGLIKARENGE

Kolkata, 6th May, 2019: One of the leading real estate developer Eastern India, **Jain Group** has joined hands with **Young Indians**, the youth wing of **Confederation of Indian Industries (CII)** and launched a campaign, **#UNGLIKARENGE**, to encourage and urge young voters to cast their votes.

A total of 900 million Indian citizens are eligible to cast their votes and choose their future. Among these 900 million citizens, around 84 million people would cast their votes for the first time! Needless to say, this is an opportunity that can decide the fate and the roadmap of the Nation for the next five years. It is the responsibility of all the 900 million fellow citizens to cast their votes and join hands to decide how exactly the roadmap for the next five year looks like to us.

“We have taken this initiative to reinforce the importance of acting responsibly and choosing our own future. We have seen around 70% votes being cast on different phases of election this time, so let us take an oath and make 100% attendance in the remaining phases, and let us motivate each other to do it. And, to reach out to more number of people, we are planning to start an extensive online and OOH campaign”, said **Mr Rishi Jain, Managing Director, Jain Group**.

“The most important facet of Young Indians (Yi) is to play our part towards Nation Building and the Elections this year gives us the biggest opportunity to do so. Our #UngliKareng campaign is to create an awareness amongst Young Indians and also every single Indian Citizen to come out, be counted, make their votes count and play their part in building our great Nation together!”, said **Mr Rajat Sarawgi, Chair, Young Indians(Yi) Kolkata**, the youth wing of **Confederation of Indian Industries (CII)**.

Public awareness campaigns encourage voters participation reducing barriers at the ballot box for both first time voters and existing voters. Jain Group is all set to create awareness among the citizens to exercise their rights.

About Jain Group:

The Jain Group is one of the most dynamic and admired organizations in the Infrastructure, Finance, Hospitality and Real Estate sector in Eastern India. Jain Group is the proud recipient of the National CNBC award for affordable housing, multiple East India travel Award, SP Jain award for innovative marketing, the Make My Trip outstanding hospitality Award and also the National Young Leader award from SP Jain institute of Management and Research , Mumbai. In addition to a string of various regional and national award in the fields of Real Estate and Hospitality.

The Jain Group was founded in 1970's the visionary Founder and CMD of the Group, Mr Prem Jain, established its finance division, Jain Finance Corporation. In 2004, Jain Group had successfully ventured into Real Estate by creating a series of residential spaces at strategic locations in Kolkata under the aegis of 'Dream Homes'. Today, Dream Homes have become a brand to be reckoned with. In 2011, the group diversified into the hospitality sector and brought Holiday Inn hotel brand in collaboration with IHG (Inter Continental Hoteliers Group). In 2012, the group forayed into Lifestyle Affordable Housing sector under the aegis of "Dream Value Homes". The group has already delivered 2.5 million square feet and has a customer base of 4000 happy customers. Furthermore, the Group has a vision to build projects worth over Rs 900 crore covering 5 million sq ft of space by 2020.

In the Real Estate Space, the Jain Group is proud to be 100% RERA compliant, 100% GST ready and completely focused towards development of quality and affordable lifestyle homes. Guided by this vision, fuelled by enthusiasm, strengthened by a strong dedicated work force and advantaged with

advanced building technologies, the Jain Group is committed to give shape to the future of not just Kolkata, but many more cities spread across the country.

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