



# LUXÉLAN

A PARTNERSHIP THAT CLOSES DEALS

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**Your buyer is  
hesitating.**

**Not on price.**

**On what the flat can become.**

# 4 Buyer Pain Points

Holding Back the Sale



## They want to change the layout

Open kitchen, bigger master, extra bathroom but no one will give them a straight answer on what's permitted and what it will look like.



## They're considering a Jodi

Two adjacent flats look perfect as one home. But without knowing if the combination is feasible and permitted, they won't commit to either.



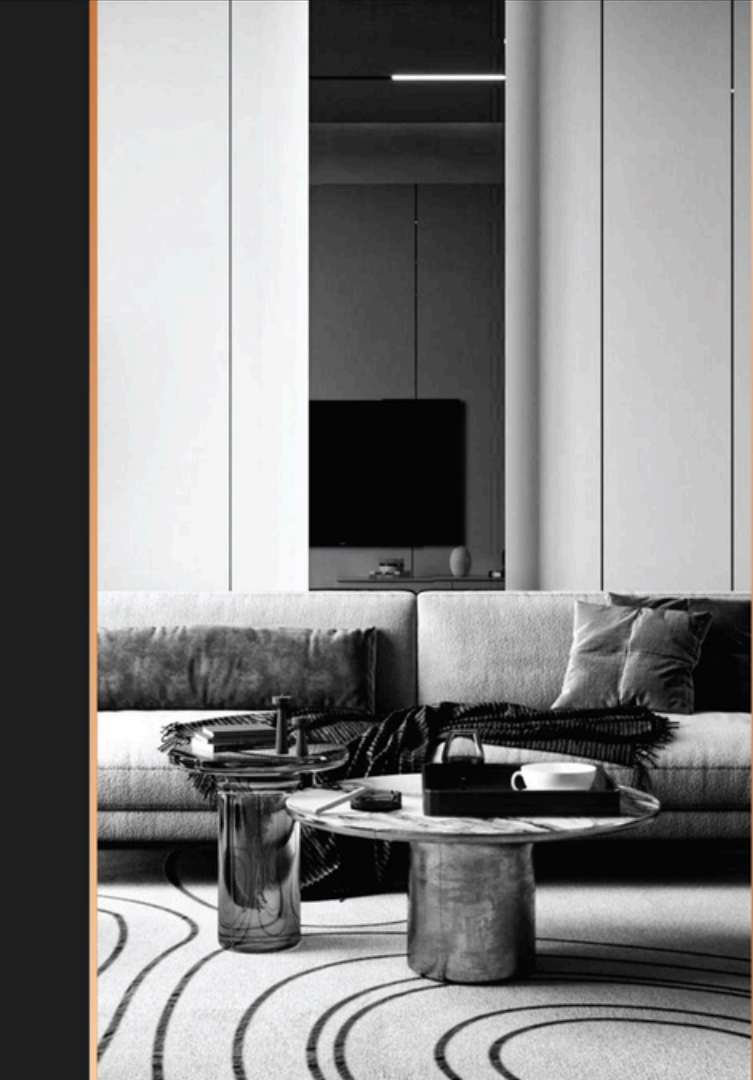
## They need to see it, not imagine it

A floor plan means nothing to most buyers. They need to see a furniture layout of their actual vision to believe the potential is real.



## The NRI buyer needs confidence

Buying remotely, excited but nervous. They want an independent expert view not a sales pitch from the developer's team.



**We create clarity for  
your buyer.**

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*Introducing*

**CLEAR SIGHT**

*By Luxelan*

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*Offered at no cost to you or your buyer.*

## WHAT YOUR BUYER RECEIVES

# A complimentary appraisal that answers their real questions.



### Testing their Assumptions

If they've assumed a wall can come down, a bathroom can be added, or two flats can be combined —we verify those assumptions honestly, before they commit.



### What the Developer Permits

A clear, specific review of what is and isn't allowed. For Adani Realty projects, this is drawn directly from the official modification list.



### A Furniture Layout

A simple furniture layout showing their space as it could be so they can see their vision, not just imagine it.



### Design direction & Inspiration

A sense of what the finished home could feel like — aesthetics, mood, possibilities —so they leave excited, not uncertain.

## HOW THE PARTNERSHIP WORKS

# Four steps. All handled by Luxelan.

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### 01 You Identify the buyer

Your team identifies a buyer who is hesitating because they want changes, combinations, or simply can't see the home from a floor plan.

### 02 You Make the Introduction

You share the buyer's contact with us, or share our ClearSight information with the buyer. A single message or call. Nothing more is required from you.

### 03 Luxelan Handles Everything

We contact the buyer, schedule the appraisal, conduct it professionally and discreetly, and deliver the layout and summary. You are kept informed throughout.

### 04 The Buyer Proceeds with Confidence

Armed with a design appraisal and a furniture layout, the buyer's hesitation is replaced by confidence. The conversation moves forward.

# Clear Sight is a genuine service, not a sales pitch.

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01

## Developer Access

As we hold the drawings and the modification list, our answers are specific, not generic.

02

## Active in Both Cities

30+live projects in Pune and Mumbai. Our cost and design knowledge is current.

03

## Designers, Not Salespeople

The appraisal is led by a designer. Buyers feel the difference immediately.

04

## Civil & Design Knowledge

Our founders have a civil engineering and real estate development background. We know how Indian apartment buildings are built.

05

## We earn the Conversion

If the buyer proceeds with Luxelan, it is because the interaction earned it –the relationship starts on the right footing.

06

## Discreet & Professional

All buyer interactions are handled confidentially. We represent your brand well in every conversation.



LUXÉLAN x adani | Realty

As an empanelled Adani Realty partner, Luxelan has direct access to MEP drawings, RCC plans, and the full permitted modification list.

**CLEAR SIGHT**  
*is built on this —not guesswork.*

Pune's First



Inaugurated by  
**Jackbastian K. Nazareth**  
CEO, Adani Realty



LUXÉLAN

We Marked a  
Groundbreaking Partnership  
with Adani Realty

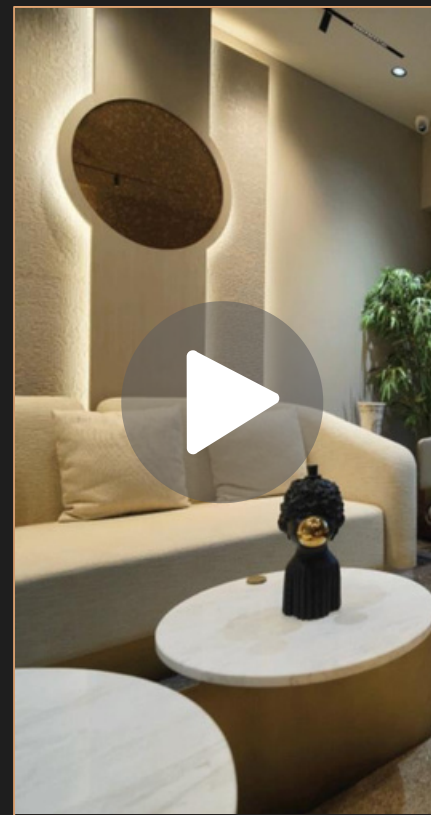
TEN BKC, Mumbai



9PBR, Navi Mumbai



ATELIER GREENS, Pune



LUXÉLAN

A Realistic

**3D Visualization**

Thoughtfully designed to showcase customised living, seamless flow & the true scale of this Jodi Flat.

## Email Campaign



TEN BKC

**TURN THE KEY.  
WALK INTO LUXURY.**

**TURN YOUR NEW APARTMENT  
INTO A DESIGNER HOME,  
BEFORE YOU MOVE IN!**

Preferred Interior Design Partner

**LUXÉLAN**  
End to End Luxury  
Interior Design Solutions

Your TEN BKC home deserves  
more than just furniture.  
It deserves the Luxelan touch.

[www.luxelan.in](http://www.luxelan.in) | [92265 79361 / 82829 19120](tel:9226579361)

## WhatsApp Campaigns

**AG**  
Transform Your New Home with  
Smart and Futuristic Interiors  
Welcome to the future  
of Interior Design with  
**LUXÉLAN**

Book your consultation today.  
Call us @ +91 8026425499 | [www.luxelan.in](http://www.luxelan.in)

**LUXÉLAN**  
End to End Luxury  
Interior Design Solutions

**GOT YOUR OCCUPANCY CERTIFICATE?**  
*But still waiting to turn your house  
into a dream home?*

**WHY DELAY?**

*Let's transform your space with luxury and style.*

[www.luxelan.in](http://www.luxelan.in) | [Priti- 92265 79365](tel:9226579365)

## Standees

**TEN BKC**

Thoughtful Luxury Interiors.  
Tailored for your taste, your story.

Visit our show flat.  
Experience end-to-end luxury  
interior design solutions.

**LUXÉLAN**  
[www.luxelan.in](http://www.luxelan.in) Call: 92265 79361

**AG**

**LUXURY**  
is not what we add,  
it's what we REFUSE  
TO COMPROMISE.

Check The Showflat  
Experience end-to-end luxury  
interior design solutions.

**LUXÉLAN**  
[www.luxelan.in](http://www.luxelan.in) Mumbai 82829 19120 | Chennai 82829 19120



# Who Benefits & How

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## | Sales Team

Buyer asks what's possible.  
You introduce ClearSight.  
Luxelan handles the rest.



## | Channel Partners

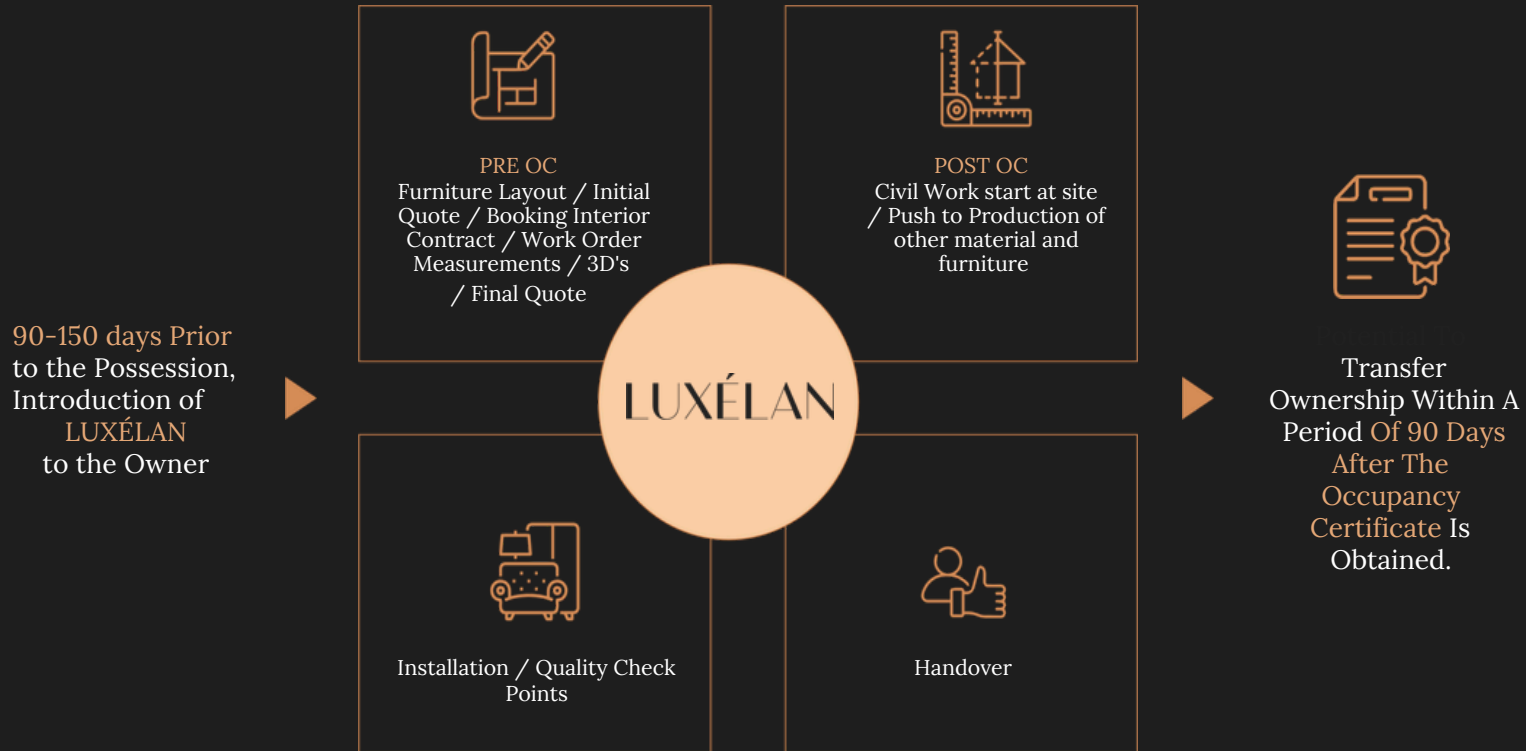
A hesitating buyer gets expert clarity at no cost. You become the advisor who goes beyond the transaction.



## | The Result

Faster decisions. Higher conversion.  
Buyers who experience ClearSight often return for the full project.

# Occupancy Boost - Move-in-Ready Homes



## Key Benefits for Consumers

- Faster occupancy upon moving in
- Personalized designs chosen by the owner
- Superior interior quality at the best price

# Elevating Sales With A Premium Offering: An Apartment Case Study



**Rs. 2.05Cr** Warm Shell



**Rs. 25lakh** interiors investments + LUXÉLAN



**Rs. 2.40 Cr** Fully Furnished

## Win-win Opportunities For Developers

- Accelerated inventory turnover for faster sales
- Achieving higher project occupancy rates from day one
- Generating additional revenue streams
- Jodi flat layouts designed to maximize sales potential

## Key Benefits for Consumers

- Minimal move-in cash outflows
- Immediate availability for rental purposes
- Time and hassle savings, perfect for owners with limited time

A modern, minimalist wardrobe with glass doors and a desk area. The wardrobe is dark-colored with glass doors, revealing white clothing hanging on hangers and folded items on shelves. To the right, there is a white desk with a white chair and a small potted plant on it. The lighting is soft and modern.

**50+**

Years Of Cumulative  
Experience

**30+**

Ongoing Projects

**Pune &  
Mumbai**

Active Markets

**ERP-Backed**

Digital Project  
Tracking

## Current Clientele

- Indian cricketers and sportspersons
- MDs and CXOs of large corporates
- Corporate offices and commercial spaces
- Builders and real estate developers
- NRI homebuyers with premium apartments
- HNI families and industrialists

# Exceeding 100 Brand Associates

**KOHLER**



**HÄFELE**



**Kajaria**



**SAMSUNG**

JAIPUR RUGS



**Yale**



**Simpolo**  
ceramics

**ARÍSTO**



**Panasonic**  
Homes & Living

**HYBEC**  
lighting the future

**& Many More...**



# It means your customer gets:

## Zero Hassle

They don't need to visit multiple stores, compare brands, or negotiate prices.

## Trusted Quality, Every Time

Every product is handpicked from 100+ verified premium brands, so they never second guess what they're getting.

## Best Price Without the Hunt

The deals are already negotiated —customers walk in knowing they're getting the most value for their money.

## A Smooth Journey from Start to Finish

From the first consultation to the final finish, everything is managed no gaps, no follow ups, no stress.

## The Luxury Experience They Deserve

They simply show up, make choices, and watch their dream space come to life —effortlessly.

# Where does your unique contribution shine?

Guide your customers in crafting their dream home

## The Luxélan Way



Bespoke designs to suite your personal style



The initial cost remains unchanged



Top class crew of contractors & dedicated manager for a hassle free experience



300+ quality check points



Assured timelines via our integrated app

## Traditional Way

Limited design options with no viewing platform

Cost overruns no fixed prices

No dedicated manager or professional team

No quality assurance

Potential delay in timeline

Vs



## How the Model Works

### | What We Expect From You

- Apartment owners introduced to us as prospective leads
- A space for the Luxelan team on-site

### | What We Bring to the Table

- Immersive Design Festivals built around your buyer community
- CP Meets, where we explain design possibilities and the value this partnership brings to every stakeholder involved.
- Digital Campaigns that keep Luxelan and your project —top of mind.



**Have a buyer who  
needs clarity?**

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**Make the Introduction.  
We Handle everything else.**

Get In Touch

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