

For Immediate Release

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N&D Communications Bags Repco Homes

N & D Communications, Chennai has bagged the Repco Homes account. Repco Homes is a subsidiary of Repco Bank, a 33 year old bank started by repatriates with 33 branches in South India. The company has been keeping a low profile so far and N&D will initiate it into its maiden media campaign. The account estimated at Rs.1.5 crores will comprise a bulk of television commercials supported by radio and print.

Repco is looking to strengthen its base by making the average Indian's dream of having a home of his own come true. It offers a variety of homes loans – home loans for residential and commercial purposes besides other specific segments like Working Women Scheme, Fifty Plus Scheme, Gurupranaam Scheme for Teachers, Super Loan Scheme for Legal Heirs and so on. The current market with the increase in double income households and greater disposable incomes is ripe for an initiative of this kind.

N&D has devised a strategy that focusses on the USP of Repco Homes – 'Home Loans in 3 Days' – probably the fastest home loan available. The initial foray will be through radio spots in regional languages and print in both English dailies as well as the vernacular. The print ads are strongly wedded to the USP and practicality. The Radio spots use a touch of sentiment and creative cracks in daily life situations to convey the message. The campaign has been produced in toto and is slated for release in mid-August.

The campaign will gain momentum and move up to the possibilities of extending the brand and branch network to Central and North Indian markets.

N & D Communications is a Chennai based new media-advertising agency that provides consolidated Creative and Branding solutions for the Product, Corporate and Service Industries. For more details about us please visit our site at www.ndcindia.com and for the brand Repco Homes, visit www.repcohome.com