



Retreat Living Meets Smart Farmland Investment

CASE STUDY BACKGROUND

Mytan Farms

Positioning a Managed Farmland Project as a Retreat-Led Investment Destination

Mytan Farms was originally perceived as a professionally managed farmland ownership opportunity near Bengaluru.

Core Issue Addressed: ConceptKanva helped reposition the offering as a retreat-cum-investment ecosystem by shifting the narrative from land purchase to nature ownership with lifestyle and long-term value.

The strategy:

- Retreat-based emotional entry point
- Wellness-led project storytelling through *Anandavana*
- Passive income framing instead of speculative return positioning

CAMPAIGN RATIONALE

Principal communication positioned Mytan Farms primarily as a **secure land investment opportunity**.

All this while presenting peace of mind, lake views, wellness benefits and easy connectivity as complementary ownership advantages rather than the primary selling proposition.

This ensured the project built credibility first as an investment asset, while gradually opening the narrative towards retreat living and nature-led ownership.

CAMPAIGN 1



Slide-1

Teasers
Carousel Post



Slide-2



PROFESSIONALLY
MANAGED FARMLANDS

Introducing
ANANDAVANA

YOGA RETREAT

✈️ 78 KM from Bangalore Airport



LAUNCHING SOON!

Contact us for more details: +91 8868 851 212



55 Acre Farmland
Community



25 Acre
Lake



3.5 Acre
Club
Zone

www.mytanfarms.com

Teaser Post-2

COMPLIMENTARY
WELLNESS AND HEALTH



A Lifestyle Choice at

ANANDVANA

YOGA RETREAT

COMPLIMENTARY



25 Acres of Lake View
Breathtaking Beauty at

ANANDVANA
YOGA RETREAT



COMPLIMENTARY



Peace of Mind, Forever with

ANANDVANA

YOGA RETREAT



COMPLIMENTARY



Holistic Living, Nurtured by

ANANDVANA

YOGA RETREAT



COMPLIMENTARY



25-ACRE LAKE
PURE, PRISTINE, PEACEFUL



HOME TO 50 DESI COWS
A LIVING SYMBOL OF PURITY
AND PROSPERITY



YOGA & WELLNESS
A RISING TREND BLENDING
LIFESTYLE, HEALING AND TOURISM



CONNECTIVITY
ONLY 78 KM FROM BANGALORE AIRPORT
YOUR QUICK ESCAPE TO SERENITY

Luxurious Amenities, A Gift to Yourself at

ANANDVANA

— YOGA RETREAT —

COMPLIMENTARY



Easy Connectivity, Yet Far from the Ordinary

ANANDVANA
YOGA RETREAT



CAMPAIGN 2
Nature Supreme

Serenity Lives Where
Nature Flows



PRICE STARTS FROM

₹199

Per sq.ft

Step Away from Chaos. Step Into Balance

ANANDVANA

YOGA RETREAT



Surround yourself with peace,
fresh air and
endless green



PROFESSIONALLY
MANAGED FARMLANDS

Breathe better
Live healthier
feel refreshed



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Find joy, serenity and
your own slice of
paradise

www.mytanfarms.com

Escape the city, embrace tranquility.

Your sanctuary in
nature awaits



PROFESSIONALLY
MANAGED FARMLANDS

Make these dreams
your reality

Own a Professionally Managed
Farmland at **MYTAN FARMS.**



An Initiative Founded by
IIM Alumuni

CONTACT US TO LEARN MORE!

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CAMPAIGN 3
Do You Know Series for SM

DID YOU
KNOW?

Sandalwood Trees are
Nature's Carbon Sinks!





Fact 1 Nature's Helpers

Sandalwood trees absorb carbon dioxide from the atmosphere, playing a crucial role in reducing greenhouse gases.

Fact 2

Eco-Friendly Benefits

Every sandalwood tree
contributes to lowering our
carbon footprint, making the
planet greener and healthier

Fact 3

Climate Change Mitigation

By storing carbon,
sandalwood trees help
combat climate change,
promoting a more
sustainable future.



PROFESSIONALLY
MANAGED FARMLANDS

Connect With Nature

Own a professionally Managed
Farmland At MYTAN FARMS.

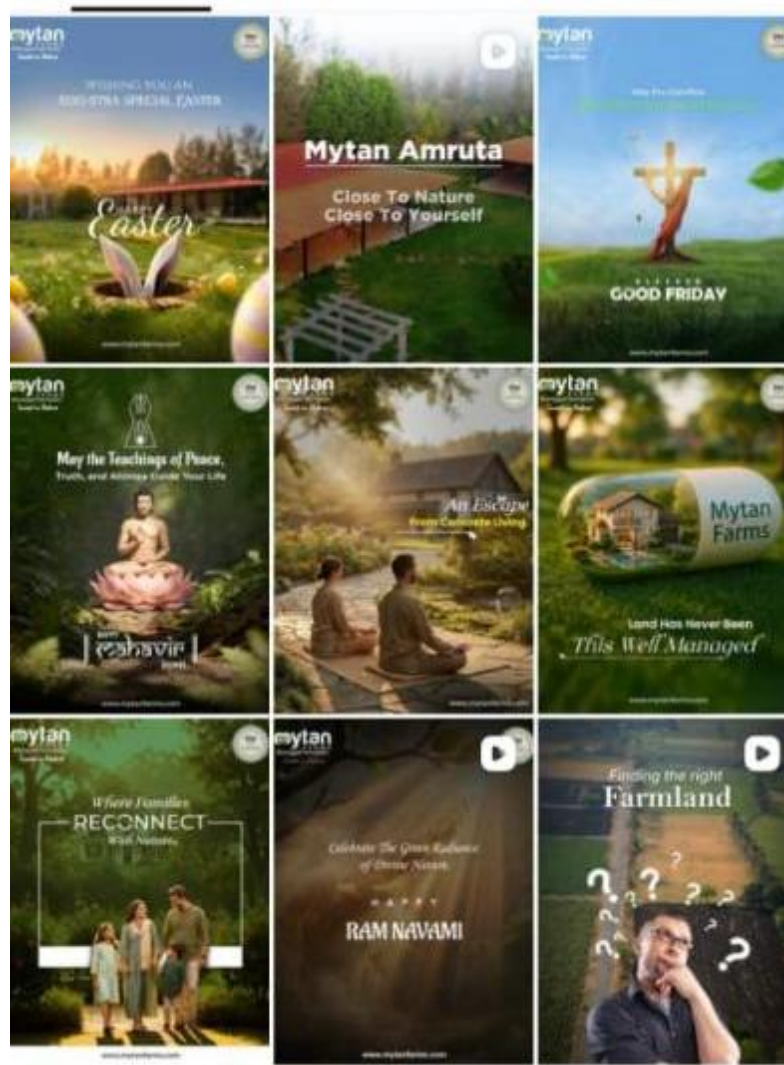


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IIM Alumni

www.mytanfarms.com

THE INSTAGRAM PAGE

<https://www.instagram.com/mytanfarms/>



OUTCOMES & ACHIEVEMENTS

- Established the concept of 'managed farmland' as a credible and accessible investment category for urban buyers in and around Bangalore
- Repositioned Mytan Farms beyond land ownership into a nature-led retreat and lifestyle investment destination
- Introduced Anandavana as a strong wellness-anchored narrative platform within the project ecosystem
- Shifted communication from speculative return expectations to passive income potential and long-term value creation
- Strengthened investor confidence by framing peace of mind, lake views and connectivity as complementary ownership advantages

conceptkanva

a creative agency...

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