

**conceptkanva**  
a creative agency--

## **C A S E   S T U D Y**

**Land Based Real Estate Projects**

**TownFit70**  
Fit Home  Fit Hum



## CASE STUDY BACKGROUND

### Client

TownFit70, Faridabad

**Communication Required:** Strategic positioning, investor engagement and lifestyle narrative development

### Project background:

- 100-acre plotted residential ecosystem in Faridabad
- Planned around a fitness-led community philosophy
- Planned clubhouse, education and Medical access and green infrastructure
- Required differentiation beyond speculative plot-led communication

## PHASE 1: POSITIONING THE PROJECT BEYOND JUST 'PLOT SELLING'

### Context

- Faridabad plotted developments largely competing on price and connectivity
- Buyers evaluating plots as future assets rather **than living ecosystems**

### Strategic insight from ConceptKanva

Plot buyers do not evaluate land alone, they evaluate what exists **around** their future home

### Objective

- Position TownFit70 beyond plot selling
- Build differentiation by showcasing project readiness
- Shift perception from speculation to liveability confidence

### Target audience

- NCR plot buyers evaluating residential investment options
- Families seeking organised plotted communities

## THE “AAS PAAS” PROPOSITION

### **Creative proposition**

ConceptKanva introduced the ‘*Aas Paas*’ platform

Based on a simple communication idea: That everything essential for everyday living already exists around TownFit70.

### **Messaging pillars**

- Healthcare nearby
- Education access
- Clubhouse ecosystem
- Connectivity advantages
- Green surroundings
- Everyday infrastructure readiness

### **Outcome**

- Shifted perception from plotting to ecosystem living
- Established TownFit70 as a proximity-led plotted development

WELCOME TO

# TownFit70

Fit Home  Fit Hum

A THOUGHTFULLY PLANNED

## 100-ACRE TOWNSHIP

WHERE EVERYTHING IS JUST  
WALKING DISTANCE AWAY



**SAB KHAAS. KYUNKI SAB AAS-PAAS.**



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KYUNKI LIFE HAI KHAAS,  
ISLIYE CARE BHI PAAS.



SAB KHAAS. KYUNKI SAB AAS-PAAS.

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**KYUNKI BACHPAN  
HAI KHAAS,  
ISLIYE SCHOOL  
BHI PAAS.**



**SAB KHAAS. KYUNKI SAB AAS-PAAS.**

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**KYUNKI WEEKEND  
HAI KHAAS,  
ISLIYE ESCAPE PLAN  
BHI PAAS.**



**SAB KHAAS. KYUNKI SAB AAS-PAAS.**

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**CARE PAAS HO,  
TO LIFE EASY HO JAATI HAI.**



**SAB KHAAS. KYUNKI SAB AAS-PAAS.**

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**JAB PLANS PAAS HO TOH,  
WEEKEND KHAAS HO JAATA HAI.**



**SAB KHAAS. KYUNKI SAB AAS-PAAS.**

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**PADHAI JAB AASAAN HO,  
BACHPAN KHAAS HO JAATA HAI**

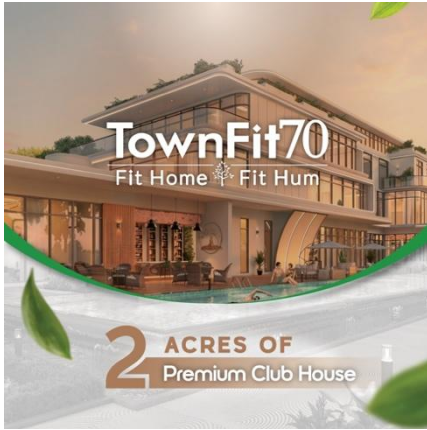


**SAB KHAAS. KYUNKI SAB AAS-PAAS.**

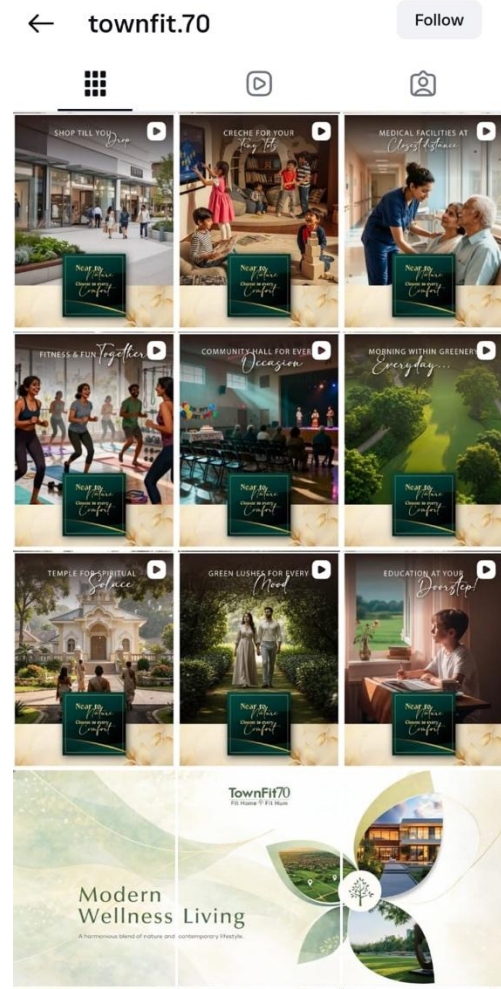
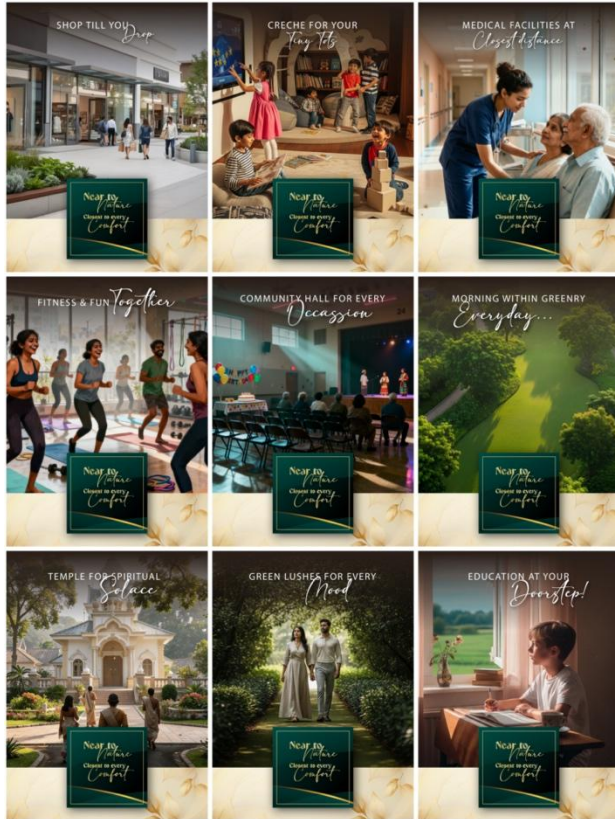
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# On-Site Branding



THE INSTAGRAM PAGE  
<https://www.instagram.com/townfit.70/>



## PHASE 2: STRENGTHENING INVESTOR CONFIDENCE THROUGH ON-GROUND ACTIVITY

### Context

- Plot buyers often carry post-purchase uncertainty about project execution progress.
- Confidence strengthens when investors experience development physically.

### Objective

- Strengthen confidence among existing investors.
- Demonstrate visible development momentum and convert buyers into community participants.





## **SOLUTION-TOWNFITGIRI AS A BELIEF-BUILDING PLATFORM- THE CELEBRITY EVENT**

### **Strategic intervention through a Ground Event on 22<sup>nd</sup> March 2026**

ConceptKanva positioned **TownfitGiri** as a credibility-building platform aligned with the brand's fitness-led philosophy by helping organise the celebrity event **TOWNFITGIRI!**

#### **Experience elements**

- Celebrity Yoga and Zumba sessions with Sonal Chauhan
- Half marathon participation at project site with Gen Z celebrities
- Community-scale family engagement activities
- Live Bhajan Clubbing with Kailash Kher

#### **Outcome**

- Enabled investors to experience development momentum first-hand
- Strengthened trust in long-term project vision like they could see the already functional Manav Rakshak Hospital
- Converted passive investors into active community believers

## TownFitGiri COUNTDOWN REELS



TownFit70  
Fit Home • Fit Hum

Power your fitness with

**RISHABH  
KUMAR SACHDEVA**

MTV Roadies  
Home of Glory  
Lho coach

**22** MARCH  
**6AM**

📍 TOWNFIT, SECTOR 70,  
FARIDABAD



Join the  
Fitness Fiesta at TownFit **टॉगो**

TownFit70  
Fit Home • Fit Hum

GET FIT *with*  
**SONAL Chauhan**

Winner-Femina Miss India (2005) & Actress-Jinnat



Join the  
Fitness Fiesta at TownFit **टॉगो**

Yoga, Zumba & more!

**22** MARCH | **6:00 AM**

Venue: Townfit, Sector 70, Faridabad

START YOUR DAY WITH ENERGY!

TownFit70  
Fit Home • Fit Hum

**REAL SHOW OF FITNESS**

*with*  
**PRINCE  
NARULA**

WINNER- MTV ROADIES 12 & BIGG BOSS 8

**Marathon and Fitness Talk**

**22**  
MARCH

**6AM**  
ONWARDS



Join the  
Fitness Fiesta at TownFit **टॉगो**

📍 VENUE: TOWNFIT, SECTOR 70, FARIDABAD

BE RESOLUTE. STAY FIT.

TownFit70  
Fit Home 4 Fit Hum

TALK FITNESS with

**PRAKHAR  
GUPTA**

ENTREPRENEUR | PODCASTER  
CONTENT CREATOR | KEYNOTE SPEAKER

22  
MARCH

6AM



📍 TOWNFIT, SECTOR 70, FARIDABAD

Join the  
Fitness Fiesta at TownFit **झोंगे**

TownFit70  
Fit Home 4 Fit Hum

Join us for TownFit **झोंगे**  
**Bhajan Clubbing**

For a divine spiritual experience like never before.

PADMASHREE  
**KAILASH KHER  
& KAILASA**

LIVE IN FARIDABAD

A SOULFUL START TO YOUR DAY!



22<sup>nd</sup>  
MARCH

7:30 AM  
onwards

Venue: Townfit,  
Sector 70, Faridabad

TownFit70  
Fit Home 4 Fit Hum

Explore  
HEIGHTS OF  
FITNESS

with  
**ARJUN  
VAJPAI**

For expert pointers to climb Mt Everest & Mt. Lhotse  
Let us take to summit 8000m



22<sup>ND</sup> MARCH | 6 AM

Join the  
Fitness Fiesta at TownFit **झोंगे**

📍 TOWNFIT, SECTOR 70, FARIDABAD

TownFit70  
Fit Home • Fit Hum



**KAILASH KHER**



Join us for  
**TownFit** *द्वारा*

**YOGA** **ZUMBA** **MARATHON**  
**MUSIC** **TREASURE HUNT** **& MORE!**



**PRAKHAR**



**SONAL CHAUHAN**



**PRINCE**



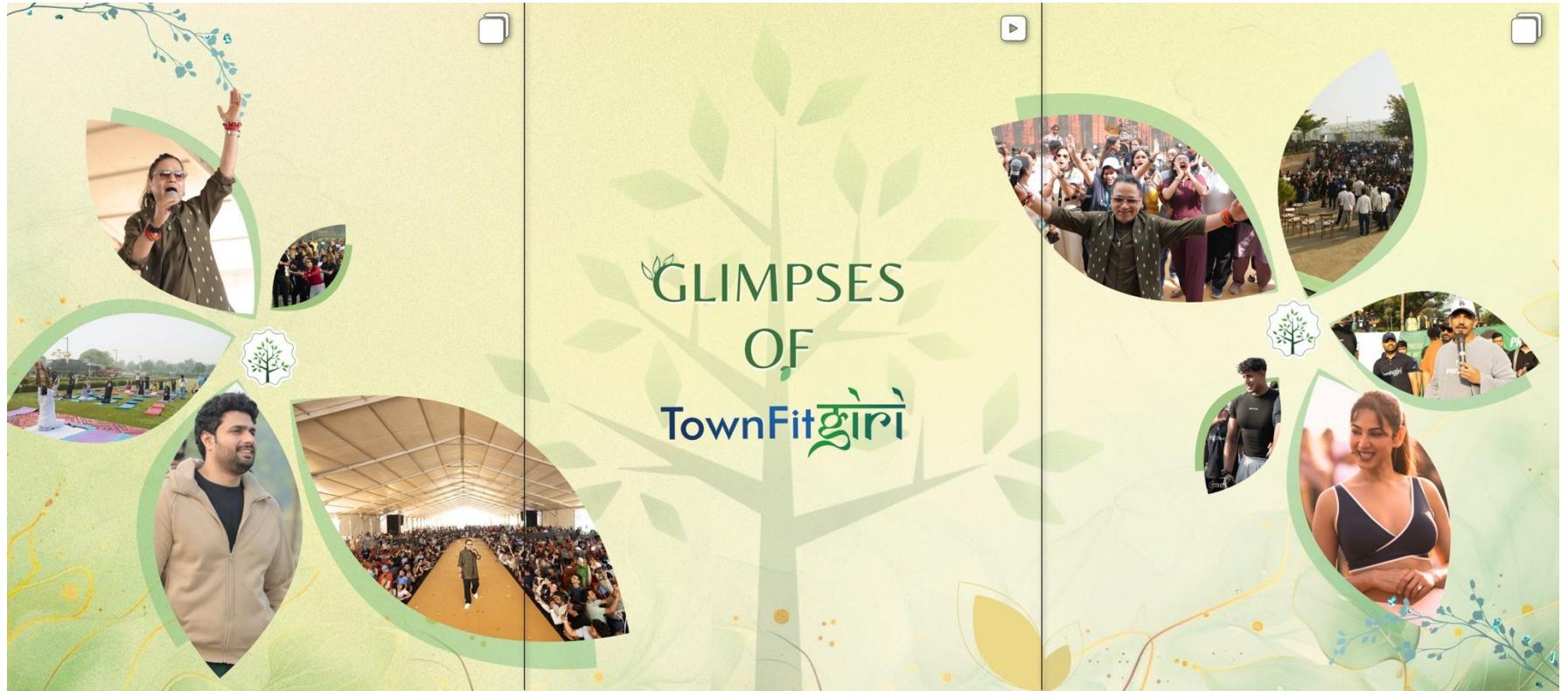
**RISHABH SACHDEVA**



**ARJUN VAJPAI**

*Get Ready!*  
**22** **MAR** | 5AM - 11AM  
At TownFit, Sector 70,  
Faridabad  
*Get Ready!*

## POST EVENT HIGHLIGHTS





## **CURRENT PHASE: BUILDING ENGAGEMENT THROUGH THE TOWNFIT LIFESTYLE PLATFORM**

### **Objective**

- Move narrative from plot ownership to lifestyle ownership
- Establish a unified long-term positioning for the brand

### **Positioning:**

Development of **The TownFit Lifestyle** platform encapsulates the core promise of TownFit70 as a fitness-led, infrastructure-ready and community-oriented residential ecosystem

### **Expected Outcome**

- Shift the perception from plotted development to lifestyle destination
- Create a strong long-term positioning platform for TownFit70 that makes it a sought after place for 'living' and not just investment!

**# TOWNFIT LIFESTYLE**  
**TOWNFIT LIFESTYLE**

## Enduring Value

Crafted for long-term growth and lasting returns.

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Live the TownFit Lifestyle

INSPIRE IMAGE

## Leading Cancer Care Nearby

A rare advantage of a cancer care facility nearby, ensuring timely and reliable support.



Advanced Healthcare with Certified Experts



Well-Established Cancer Facility

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Advanced Care, Within Reach



— Live the Townfit Lifestyle —

## Social Haven

Envisioned as one of the most exceptional clubhouse experiences.

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Live the TownFit Lifestyle

INSPIRE IMAGE

## Future-Ready Infrastructure

Built for tomorrow, today. Our infrastructure is designed to grow with you.



Expansive 24m Wide Road Network



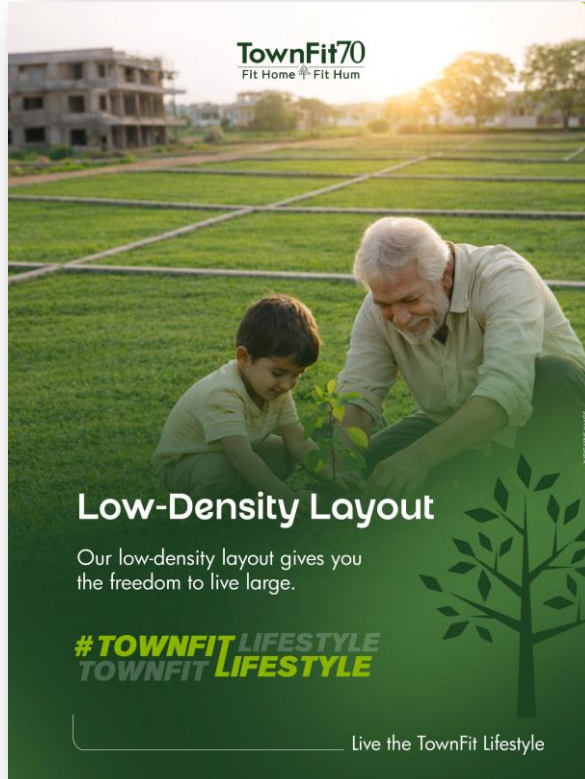
Low-Density Development

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE



Built for Tomorrow's Living

— Live the Townfit Lifestyle —



## Low-Density Layout

Our low-density layout gives you the freedom to live large.

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Live the TownFit Lifestyle

## Parks & Green Buffers

Green spaces that refresh you, every single day.



Live the healthy life beyond the congested cities



Pollution-free mornings, every day

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE



Escape Into Everyday Living

— Live the Townfit Lifestyle —

TownFit70  
Fit Home + Fit Hum

## Wide Internal Roads

No traffic jams, no stress! Our wide roads make commuting a breeze.

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Live the TownFit Lifestyle

TownFit70  
Fit Home + Fit Hum

## Gated & Planned Township

Security & serenity, hand in hand. Our gated township ensures peace of mind, every day.



24x7 Security  
Guards Available



Gated Access at Every  
Entry and Exit

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Secure Spaces,  
Peaceful  
Living



— Live the Townfit Lifestyle —

TownFit70  
Fit Home + Fit Hum

## Life just got closer!

Introducing Townfit 70, Where everything you need is within reach.

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

Live the TownFit Lifestyle

**TownFit70**  
Fit Home  Fit Hum

## Ready to Live The TownFit Lifestyle?

Begin Your TownFit Journey



**WHERE EVERYTHING  
COMES TOGETHER**

#TownFitLifestyle

TownFit70  
Fit Home • Fit Plan

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TOWNFIT LIFESTYLE

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TOWNFIT LIFESTYLE

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- Low-Density Development

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TOWNFIT LIFESTYLE

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— Live the TownFit Lifestyle —

#TOWNFIT LIFESTYLE  
TOWNFIT LIFESTYLE

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a creative agency...

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