

**Rohan Lifescapes unveils new website under the Aegis of digital initiatives:**

**Launches 'Mobile First' version of the website**

*For Immediate Release:*

Noted as one of the premier real estate companies specializing in redevelopment, Rohan Lifescapes announced the launch of its brand new website under the aegis of the various digital initiatives that the company has decided to adopt as part of its Vision 20:20 corporate program. The newly developed website is a result of thorough research conducted by the team keeping in mind the consumer online navigation patterns, Google analytics & Google validated guidelines for search engine optimization and global trends in design.

Speaking on the occasion, Mr. Harresh Mehta, CMD, Rohan Lifescapes opined, "We have been going through a realignment and restructuring phase. The launch of the new website marks the onset of the change we wish to usher in. As we move forward our sole endeavor is to be a company that adds value to customers by easing the process of home buying by leveraging new age immersive and intuitive technologies that help them to visualize and thereby realize their dream."

Breaking away from the normal and adding a twist in a routine launch is the launch of the mobile-first version of the website, which is then adapted to the other platforms. The website is one of the few 'fully hand-coded' HTML5 and CSS 3 website that add in that new refreshing touch and is also an absolute customized creation thereby enabling scalability at a future stage. The meticulous UI (user interface) combined with sophisticated and robust front-end development act as catalyst in countering routine web ranking hurdles. The company aims to be represented digitally and driven by technology that leverages the best consumer immersive platforms to enhance customer experience and drive engagement. The company is also in talks with premier global companies that offer such solutions. Apart from attention to detail on the User Experience (UX), the website also boasts of imagery that is not only visually appealing, but by virtue of the development method adopted is also technically sound in performance arenas of faster loading, smart optimization and responsive adaptation to name a few.

Mr. Gyandip Bhuyan, Sr. VP - Sales, Marketing and CRM said, "The launch of our new website is in line with our vision. The mobile-first version launch is backed by significant data that today consumers spend more time on their mobile phones. Thus it only made more sense to address this audience and engage them with the brand in a format that they will appreciate and accept. The research insights implemented stand testimony to the changing trends in online medium that is evolving everyday and we have laid special emphasis on minimizing gaps between the user and the interface by offering a friendly user experience."

### **About Rohan Lifescapes**

Since its inception in 1996, Rohan Lifescapes has been at the forefront of developing innovative spaces keeping in mind today's surging demand for quality and housing services of the highest order. With a team of seasoned professionals, over 20 years of expertise and an everlasting legacy of transforming Mumbai – the city of dreams, the group has carved a niche for itself in the expansive, fiercely competitive and captivating real estate business. Under the tutelage of the founder and visionary Mr. Harresh Mehta, Rohan Lifescapes has grown from a humble idea to a flourishing enterprise that has left its footprints and seal of excellence across the skyline of Mumbai city. With an impressive track record of delivery, 27 projects, 6.5 million sq.ft. and 5000 customers, the group has made massive inroads towards building the city of tomorrow. All projects are tastefully designed, make optimal use of space, contain wide open areas, deliver fascinating 360 degree views and provide gratifying leisure experiences. Rohan Lifescapes is here to endure and unravel, to discover and redefine. We don't just make beautiful things, we make things beautiful is the philosophy that manifest itself into the DNA of the organization.

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