Pre-launch interaction between Marketing/Sales and Design

1. Launch AOP will be publish (Jan / Feb of each year) for 18 months i.e. from April of FY to Sept of FY+1. This is necessary given that it takes >=8 months from brief to CP meet (see GTM timelines below).
2. Design HoD and Marketing HoD will review progress against the launch AOP with the key stake holders viz. CEO / Business Lead, Design Lead and Marketing Lead once a quarter. 3 key goals to be tracked are:
    a. Marketing package delivery (Design Lead)
    b. SOSF readiness (ID + Finishing)
    c. RERA no (Business)
3. Original timelines for 2 a-c will form part of the Launch AOP (see 1.) and all 'revised dates' shall be listed with the original date. If there is likely to > 10+10 = 20 days change in date of launch (as per 10+10+10 rule) viz. CP meet, MD to be intimated by HoD-Design or HoD-Marketing or concerned CEO.

GTM Timelines

Design Process milestone	Milestone No.	Critical for Launch or Design Milestone	Recommended no. of days from approved Design Brief being received by Design from Marketing	Project Specific Dates	Design Package Requirements/comments	Days in nos. (refer comments in G)	comments
Preparation and information provided by BD, liason and other dept. to design to prepare the design brief		Design	As soon as practical (ideally 30 days)	17-Nov-22		30	days before start date 0 to give all infomaation to design to start the work (ref. policy no.)
Approved design brief from Marketing to Design	0	Design	0	17-Dec-22	Signed off project brief is received from marketing+sales with approval from RCEO+MD	0	Need to offcial announce this day 0
Appointment of and brief to 5 key consultants	1	Design	15	01-Jan-23		15	days from receipt of approved Brief

(architecture, landscape, structure, MEP, ID (if applicable))*							
Start of design for SOSF (with tentative space earmarked for SF)	2	Design	45	31-Jan-23		45	days from receipt of approved brief
Finalization of site layout and floor plans	3	Design	90	17-Mar-23	concept closure	90	days from receipt of approved brief
Submission of Env Clearance following early discussion between Design & Liaison	4	Design	100	27-Mar-23		10	days post concept closure
Start of work on SOSF (if applicable)	5	Design	105	01-Apr-23		60	days from start of design on SOSF, subject to min. 15 days after Concept closure
Submission of all requirements for Stage 1 approval to liaison by Design	6	Design	135	01-May-23		45	days post concept closure
Submission of drawings for Stage 1 approval by liaision to authorities	7	Design	155	21-May-23	submission of drawings precise upto plinth, variation above plinth to be captured in next approval	20	days for liaison to prepare and do the submission post receiving drawings
Approval of Construction budgets for Phase 1 of project (post VE review) - schematic stage closure	8	Design	180	15-Jun-23	closure and approval of schematic design	90	days post concept closure
Basic Approvals received	9	Design	215	20-Jul-23		60	days after submission to authorities
Design presentation to marketing & sales wrt project positioning and	10	Launch	215	20-Jul-23		35	days post budget approval + schematic closure

USP's + Handover of finalized hero shot(s) from design to marketing							
Marketing package from Design to Marketing	11	Launch	225	30-Jul-23		45	days post budget approval + schematic closure
RERA registeration (RERA no. received)	12	Launch	230	04-Aug-23		15	days after basic approval received
Handover of SOSF (if applicable) to marketing	13	Launch	230	04-Aug-23		10	days before CP Meet
CP Meet + start of teaser campaign by marketing	14	Launch	240	14-Aug-23		10	days after RERA registration
Launch Date	15	Launch	245	19-Aug-23		15	days after RERA registration
closure of DD (particular MP)	16	Design	255	29-Aug-23	DD package closure	75	days after schematic closure
Issuance of excavation package	17	Design	300	13-Oct-23		120	days before MIVAN arrival
Issuance of shell drawings for preparation of shuttering drawings	18	Design	300	13-Oct-23		45	after closure of DD
Issuance of VFC drawings to site upto plinth	19	Design	315	28-Oct-23		60	after closure of DD
Shell drawings cordination closure	20	Design	330	12-Nov-23		30	days after issuance of shell drawings
Mivan manufactring + transport (mivan arrival at site)	21	Design	420	10-Feb-24		90	days from finalization of shell drawings
Site to complete substructure and ready at plinth^	22	Design	420	10-Feb-24		120	days from issuance of excavation details
^Timelines beyond this to be finalized as per DDS including Design Development completion and issuance of various packages of working drawings.							
Add 60 days to timelines for launch milestones if SOSF requires new structure to be constructed.							
Add +30 days to timelines for all Design milestones if							

land under design is > 50 acres							
Add +30 days to timelines for Design milestones if building height is > 120 m.							



GTM Process - Marketing April 22v1.



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