



Meet Mr. Joy

the MARG ProperTies ‘brand mascot’

Mr. Joy represents ‘new age’ marketing and refreshed approach to branding in the real estate segment, intended to enhance brand salience, brand connect and customer delight .

Mr. Joy has been especially designed to connote to the ‘Home Category’ and at the same time give a look and feel of a male persona that manifests core values of MARG ProperTies brand i.e.:

- Customer friendly & omni-accessible
- Trustworthy
- Responsible
- Dependable
- Caring
- Timely and quality delivery
- Expert advisor



Mr. Joy perfectly blends with the MARG ProperTies brand which is known for its excellence in terms of expertise, delivery and its strong customer-friendly approach. The friendly demeanor of the mascot has built strong and instant ties with the customers and has helped create a strong brand recall.

The importance of branding in today’s keenly competitive real estate market is paramount. It is the brand that is a key differentiator. Mr. Joy gives MARG ProperTies a unique identity that is instantly recognizable.